44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR

Photo-of-the-Month See Page 12

In This Issue:

Open-End Mortgages Now Under FHA

Bird Repellent Line Promotes Business

September, 1954

How any good roofer can make more money

Melvin (left) is a satisfied "second generation" Barrett dealer. He bought company from his father George (right), who helps him run it.

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American Roofer and Siding Contractor, Vol. 44, No. 9, September, 1954. Published monthly by Hoffman Publications, Inc., 425 Fourth Ave., New York 16, N. Y. Subscription price. Domestic $3.00 per year; 35 cents per copy. Canada and foreign $4.00 per year. Reentered as second class matter July, 1949, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

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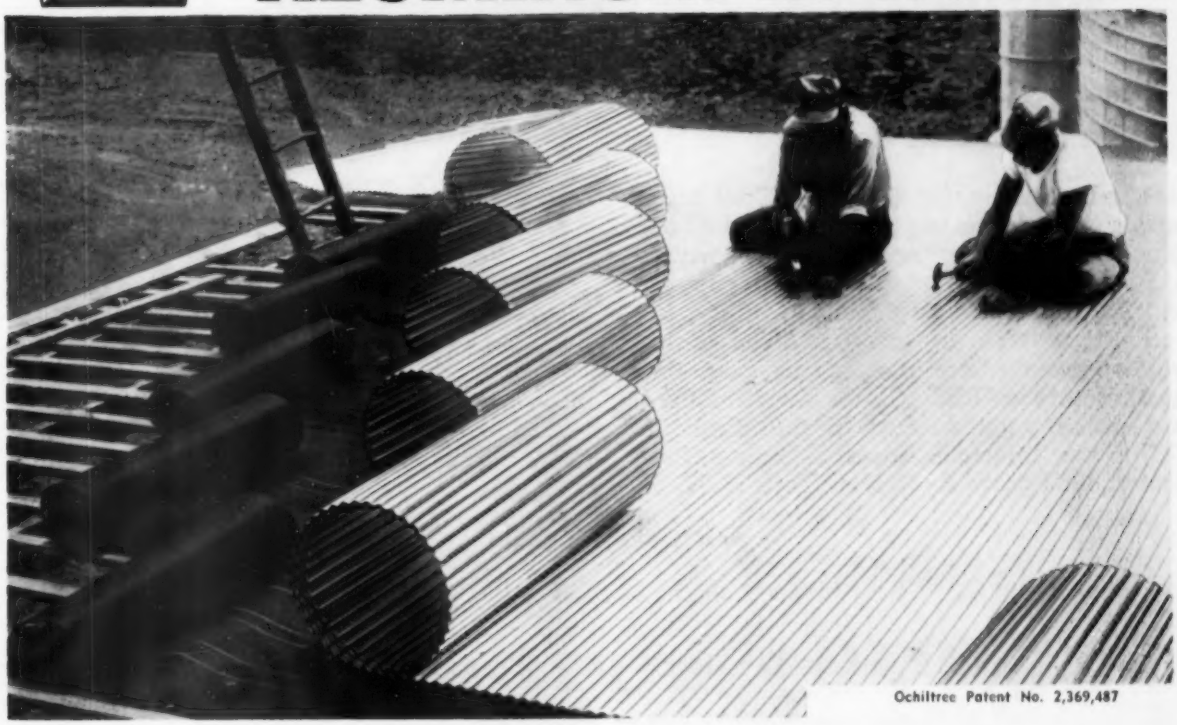

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September, 1954.....

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Sheet Metal Shop Practice, by Leroy Fowler Bruce. 251 Pages, 296 illustrations, $4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages, 2 Vols., $26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith. 134 Pages. $1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. $5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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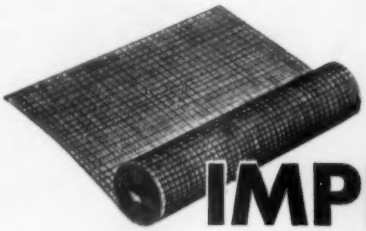

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All 112 Split-Level Homes Roofed with Certain-teed Thick Butt Shingles

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Builder: Springdell Corp., Norman Slott, President Roofing Contractor: Sam Collum

Popular as split-level homes are, it takes something special to sell 57 in one day—an entire development of 112 in just one week.

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Are you familiar with Certain-teed Asphalt Shingles? There are styles and colors for every type home. There are no better asphalt shingles.

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Nailing It Down

HIGH rates of activity in construction contract awards for commercial buildings, single-family homes, and schools, were among the outstanding trends in the first half of 1954, according to a mid-year review by Dr. George Cline Smith, economist for F. W. Dodge Corporation.

Disclosing details of Dodge statistics not ordinarily released for publication, Dr. Smith stated that contract awards thus far this year assure a high rate of payroll and purchase in the enormous construction industry for at least the remainder of 1954.

"Since construction contract awards precede actual construction, Dr. Smith said, "the record levels of awards during the first half of 1954 indicate that construction activity during the remainder of the year, at least, will be at very high levels.

"This will be reflected directly in construction employment and payrolls and in sales and shipments of construction materials. Indirectly, the effect will spread through other fields of activity as a powerful upward force, since this 35-billion-dollar-a-year industry is one of the mainstays of the national economy."

Dodge previously announced that its first-half total of contract awards reported was 17 per cent ahead of the corresponding total for 1953; an all-time high for a first-half.

According to Dr. Smith, a closer look at the details reveals these significant trends:

1. Continued strength of residential construction, well beyond the expectations of most forecasters; and a strong trend toward construction of single-family homes at the expense of multi-family housing.
2. A sharp drop in awards for construction of manufacturing facilities, which was more than offset by a sizeable increase in the commercial category, so that these two groups combined made up predominantly of business construction, showed a net increase.
3. Continued growth in the importance of schools as a major factor in the construction boom.

(Continued on Page 38)

AMERICAN ROOFER and SIDING CONTRACTOR

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Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 44 **SEPTEMBER, 1954** **No. 9**

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★ ★

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AMERICAN ROOFER & SIDING CONTRACTOR

September 1954

Open-end mortgages now under FHA as President signs Bill

NINE days after our last issue went to press, the 1954 Housing Bill was signed by President Eisenhower. Home modernization and repair features of the Bill were roughly as predicted a month ago — an improvement, but inadequate.

Roughly these were the major provisions:

Open-end mortgages will now be underwritten by the government. Analyzed in detail in the pages of this magazine some years ago open-end mortgages permit a homeowner to finance through increase of the mortgage improvements to his property over a longer term and at a lower interest rate than would be possible under a home improvement loan.

The law guards against misrepresentation in home improvement sales by barring the use of the names of the Federal Housing Administration, the Housing and Home Finance Agency and other Federal housing titles in advertising or promotional literature as though it constituted an endorsement.

Regulations are tightened by writing into law some reforms recently instituted by the Federal Housing Administration and other government agencies.

Loans are authorized up to 90 per cent of estimated value for rehabilitation of existing housing or construction of new housing in urban renewal projects, certified by the Housing and Home Finance Director as desirable, legal and sound. Fixes a maximum mortgage amount of $30,000 for a four-family unit, plus $7,000 for each additional unit. Allows an extra $1,000 a room on mortgage purposes in high-cost areas like New York.

Clear Drawing Helps Sell Gutters

The ad above, seen in Atlantic City, New Jersey newspapers is an example of how a good drawing, and excellent use of white space will draw attention to specialties handled by roofing contractors.

FHA Cuts Premium Charges

Meanwhile Commissioner Norman P. Mason was not asleep at the FHA switch. Partially off-setting regulations which have considerably reduced the scope and variety of FHA property improvement loans Mr. Mason announced the first reduction in history in premium charges on FHA home modernization and repair loans.

Commissioner Mason said that loans which carry a rate of .75 per cent per annum will have a rate of .65 per cent and that the property improvement loans on which the FHA charges .5 per cent will have the lower rate of .45 per cent.

The change, FHA pointed out,

(Continued on Page 31)

Bird repellent line promotes business for Jersey roofer

WHEN Schreck & Wealty, roofers, of Jersey City, N. J., made their first installation of Nixalite, a bird repellent and control, they blithely assumed that the little feathered friends would simply fly away, never to return. The stainless steel prongs attached to a steel spine, and pointing out over a 180 degree arc, upwards over 3 inches, and outwards some 4½ inches, seemed ideal to make any pigeon so uncomfortable, that once having had the experience of being needled, and generally discomfited, he would not return to the same perch. As Joe Schreck, office manager for the four Schreck brothers who own the firm, put it:

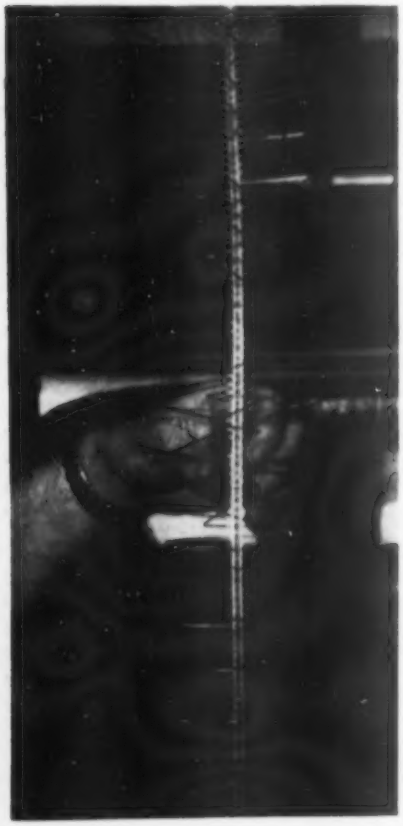
"We were surprised. And we gained a new respect for the intelligence of pigeons."

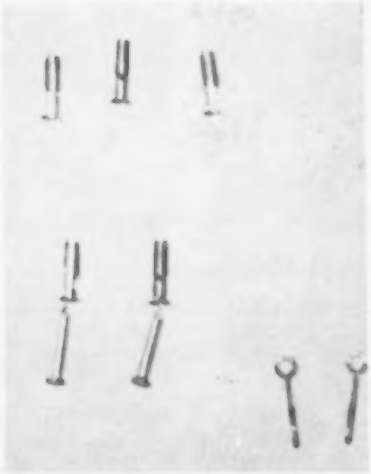
"We were called back to the first job, and discovered the pigeons were really having a grand time. They were apparently destroying the material aimed at keeping them away. Over a good part of our installation there was a ledge, about two feet above. The pigeons were coming in with sticks and bits of paper, dropping them at a certain point on the Nixalite, and landing on the ledge above. They were literally "dive-bombing" the spot, and what they had done in several favorite places

Photo of the Month

An advertisement in American Roofer & Siding Contractor first brought Nixalite, the bird repellent and control whose use is described in this article, to the attention of Joe Schreck, one of the four Schreck brothers. The article itself tells what the addition of this line has meant to them.

Our Photo of the Month on the cover, shows a successful installation on a church in Jersey City. The inset shot shows the Nixalite applied to the same statue which can be seen in the larger picture in the upper left-hand corner. Both pictures were taken by a relative of Mr. Schreck's, using a telephoto lens.





The three pictures on this page, staff photographed, show closeups of the bird repellent material as it looks before installation. Note above the type of cement screws and nails, and eye hooks, used to permanently anchor the material to roofs and ledges. The left photo shows the steel wire material as seen from the front with eye hooks attached for demonstration purposes. Right: the spine of the product is very strong, built to last.

Joe Schreck demonstrates the cement screws.

was to build up a "platform" or buffer, on which they were happily roosting."

"We had to go in there again and add the material to every possible ledge overlooking the original installation from which the pigeons might drop sticks. Eventually we had the building thoroughly pigeon-proofed."

Over the years the Schreck brothers have learned to really respect bird intelligence. Joe Schreck pointed out that pigeons are like people. Some of them are more stubborn than others. And when they get into the habit of roosting in a certain spot for a good many years they don't like to leave. So there are a few old codgers who'll put up with all kinds of discomfort, unfurled wings, and ruffled dignity for a few days, until they realize that the old home just isn't what it used to be. Of course, when an installation is good, and all the Schreck & Wealty installations are aimed at being the best, the last pigeon learns his lesson in short order, and the birds are permanently repelled for the life of the material, which is good for many years.

Below: Every possible vantage point must be covered with the bird repellent material. Otherwise the pigeons will hit the higher ledge and drop sticks on the lower one to form a buffer.

Experience Needed

It takes time and experience to learn how to handle every problem in bird control, but the Schrecks feel they now have it licked and they find it a wonderful adjunct to their roofing and sheet-metal business. Besides being a profitable side-line it is a good-will builder of the first class, and has led to many of their big roofing, leader and gutter jobs.

Mr. Schreck's advice to roofing and siding contractors who intend going into the bird control line is to "Install the material the best way, and do the most complete kind of installation possible. Otherwise you destroy the good-will factor. You have to cut out every possible place that the birds might use as a roosting place in order to do a good job. Once you've learned to do this, you'll find your jobs are fool-proof."

Founded in 1892

Schreck & Wealty was founded in 1892, just around the corner from their present Hague St. location in Jersey City. The father of the four living Schreck brothers founded the business in partnership with Mr. Wealty. Wealty's children were not interested in the business, but all six Schreck boys came into their Dad's firm, and many of their own children followed them. In the sheet metal shop which is below the main office all anyone has to do is shout "Schreck" loudly, and half the men are apt to come running to him.

Although two of the Schreck brothers have passed on, the remaining four ably divide the executive duties according to their abilities and inclinations. Joseph C. Schreck, who was the man interviewed for this article, acts as office manager. William F. Schreck shares with Joseph the task of estimating, office work, customer contacts and outside selling. The oldest brother, Charles L., is inside Shop Superintendent, and the youngest, A. Lewis, is outside crew superintendent.

A corner of the well-equipped sheet metal shop.

Seven members of the third generation are already working at Schreck & Wealty, and more are going to come in in the future. Of the younger Schrecks some are apprentices, and some journeymen, and all have the proud record of having seen service in the armed forces.

Much Institutional Work

Bird control work came as a natural to the Schrecks, as their major work for years has been in the maintenance of institutional and public structures, primarily churches. They have built up a reputation as quality roofers, and as a consequence are invariably sought out in their area for major jobs. The bird control service acts as an additional advertisement of the quality of their work.

In times past Schreck & Wealty advertised in the Red Book telephone directories, but they found that inquiries resulting therefrom, were an actual time waster in the home improvement field. Typically they would be called in to make an estimate and would often lose out in this competitive field. Later they took to the practice of telling the customer that their work would cost 25% or so more than other jobs. If the customer went along with this idea they proceeded to go out on the job.

In addition to their own efforts the brothers employ only one outside salesman. The firm's reputation is so well established that it is generally unnecessary to drum up new business. How-

(Continued on Page 30)

This beautiful new home is equipped with Agar's invention, but the product conforms to the architecture to the point where it is practically not visible in this photograph.

Roofing contractor develops combined gravel stop-gutter

AS A roofing contractor, Drez Agar long ago learned to hate those time-consuming jobs in roofing a building which are involved in putting down the metal gravel stop and drip strip and hanging gutters. When the owner of one of Miami Beach's luxury hotels complained to Agar about the unsightliness of the gutters on his hotel, an idea he had been experimenting with came to fruition.

Burns Midnight Oil

For the next few weeks shop lights burned late in the sheet metal shop of Ever-Dur, Inc., the Miami roofing contractors with whom Drez Agar is associated. The result of these efforts was the production of a combined gravel stop and gutter that definitely was the answer to the roofer's complaints about gutter unsightliness. Agar gave the new material the name of Gravel Stop Gutter, or, for short, G-S Gutter.

Shortly thereafter Mr. Agar had an automatic rolling mill built to specifications which enabled him to turn out the new product at a cost of only a few cents more per foot than the cost of conventional gravel stop alone, without hanging gutters. He estimated that his unit product could be installed for less than one-sixth the cost of installing gravel stop and hanging gutters. The new gravel stop gutters perform an excellent job of keeping the gravel where it belongs — on the roof, while preserving the architectural lines and attractive appearance of the buildings to which it is applied.

Company Formed

Agar Manufacturing Company was formed to market and distribute the new invention, and with the aid of his contracting firm Mr. Agar was enabled to give the gravel stop gutters a complete tryout in the Greater Miami area before marketing them on a national scale. The patented material is now being offered to roofing contractors all over the United States.

Sections of the gravel stop gutter come with spillways to channel off rain water. Down spouts can be attached to the spillways if desired. Made of galvanized sheet steel, the gutter comes in ten-foot lengths. It can be painted to blend with any color scheme.

The material comes to the roofer packaged with instructions and all nails and accessories needed for application. Instruction details are as follows:

How to Apply

1. Prepare outer edge of roof as if conventional gravel stop is to be used.
2. At reasonable distances (30-40 ft.) apart, install gravel stop gutter piece that has a built-in spillway. Securely nail gutter spillway sections

Left: First step in gutter installation showing spreading of plastic cement.

Lower Left: Installing gutter corner.

(a) Drive two (2) roofing nails through each end of gutter part of section as near the ends as possible.

(b) Nail backside of six (6) inch intervals, staggering the nailing. (This section will be covered with roof cement, flood coat and gravel.)

(c) Drive one nail into face of overhang (at each end of this section).

Nailing

3. Nails in gutter and overhang are covered by the succeeding piece of gutter, with each piece lapping a minimum of two (2) inches.
4. Install all corners, using some procedures of nailing as is used for spillway section. Corner sections measure 12 inches each side.
5. The roof is now prepared to receive the full lengths of gravel stop gutter.
   (a) The ends of all corners and spillway sections are coated with plastic roof cement for a width of at least two (2) inches. Use plastic cement generously, covering from the outside gutter back to the roof deck.
   (b) Lay a ten (10) ft. section of gutter over one end of the coated corner. Press into plastic cement by hand.
   (c) Install one of the three grooved blacks (packed with each bundle of gutter over the end of the top piece of gutter at the lap. Wedge the block down, using a hammer. (Strike block only.) Rest knee on block so that lap is held securely.
   (d) Nail gutter through the outside face of the lap. A screw-type nail is used for this purpose and is found in the envelope attached to the package of the material. This nail goes through two layers of metal and must catch the sheathing or facia board.

Right, Above: Wedging two sections of gutter together by use of driving block.

Right: Showing standard membrane being laid into plastic cement from gravel stop to roof deck.

Top: Applying plastic cement for water-tight joint.

Above: Installing full-length section of gutter.

Final Details

(e) Drive one nail into corrugated edge of metal, with knee still resting on the wooden block, at the lap of the two pieces. Block is a tool, used only during course of installation, to avoid distortion of metal.

(f) Nail the entire length of the gutter to roof deck in the same manner as the gravel stop is nailed.

(g) This procedure is followed around the entire roof, until all of the gravel stop gutter has been installed.

6. It is recommended that all necessary cutting of the gutter be done with a hack saw.
7. The surplus plastic that may squeeze out, from the pressure of overlapping one piece of metal, may be wiped off with a rag dampened with kerosene.

Built-up roof now requires most "know-how" in history

By C. M. TIMPE

Technical Supervisor
Barrett Division
Allied Chemical & Dye Corporation

WORKMANSHIP is the most important element in the built-up roofing and waterproofing business. Our business is the most important in the building trades industry, because it must be made watertight against leaks from rain, snow, moisture, dew, that often are caused by temperature changes resulting in damage to the roof membrane. A built-up roofing project using the highest quality type of material in its fabrication, is of little value unless it is applied by mechanics having knowledge of this business.

The present-day economics in all branches and divisions of the building industry, have motivated new designs, materials and application methods. As a result of this trend, new problems in the roofing industry have appeared.

Improved Skill Needed

For example: light-weight structural roof decks, the protection of roof insulation from water vapor, the technique of applying vapor barriers and roof insulation; the technique of nailing metal roof flanges into nailing elements to retain such nails are important functions requiring improved workmanship.

Workmanship is more than a very important factor in the application of a built-up roof and its component parts. Wide-awake roofing contractors have kept in stride with the changes which are technological in character and have acquired technical knowledge in order to produce better and quality roofs.

High Level Attained

Our business has reached a high level in the building industry and is attracting civil and mechanical engineers and other professional personnel of high calibre. This technical knowledge should be passed on to your superintendents, foremen, kettle men, felt layers and laborers or apprentices. It will make them better and more skillful workmen. It will stimulate constructive thinking and will improve the relationship of your organization with your public, your customers, sources of supply, and your bankers.

Now let us take a look at a few problems that are sometimes overlooked, intentionally or otherwise. My discussion may well be on the subject of recommended practices in the application of built-up roofing.

Mr. Timpe as he delivered the remarks printed on this page at the Nersica Built-Up Roofing forum last Spring.

The subject of workmanship may be interpreted as a reflection on labor. Labor is conscientious and willing. If they know the "why" of recommended practices or standards, they are quick to realize its importance and are willing and anxious to cooperate. An educational program conducted by the Management level of your companies will go a great way toward attaining the objection of producing quality work and to conform to present-day standards.

1. An executive engineer of a well-known insurance company, discussed the damage to roofs caused by wind of the whole gale type which ranges from 55 to 75 miles per hour, and represents approximately 20 percent of their damage claims. He said a wind of 67 miles velocity will exert an internal pressure of 30# per square foot. You may ask, how does this affect my application practices in the roofing business?

When you apply a roof insulation in a mopped coat of asphalt on a steel deck, or any other type of deck which requires a mopping according to requirement specifications, it may surprise you if you removed the roof insulation, and find its removal to be relatively easy. Upon examining the underside of the roof insulation you may find it free of bitumen. The insulation is not properly secured to the deck under such conditions.

Limit Mopping

This condition may also be found when the insulation is applied on an underlying waterproof membrane. This can be avoided by limiting the mopping to receive the insulation to an area not more than two units of roof insulation. This limited mopping of the bitumen will not lose temperature as compared with its loss when large areas are mopped. A heavy mopped coat of bitumen will then be sufficiently hot when applied over these limited areas to receive proper embedment of the insulation. It will also permit the excess bitumen to penetrate the underside of the insulation and it will then require a sput bar or similar type tool for its removal.

2. Metal roof flanges are required to be nailed. These elements are usually found in flashing of vent pipes, metal base flashings, gravel guards and other similar vertical projections.

Where roof insulation is the base on which a roof is applied, if nailed into insulation, it is not retained by the insulation because of this relatively low density. A nailing element or other appropriate means should be provided at these points to receive and retain nails and proper felt-strip where such

(Continued on Page 34)

Firm's modern front gains nationwide recognition

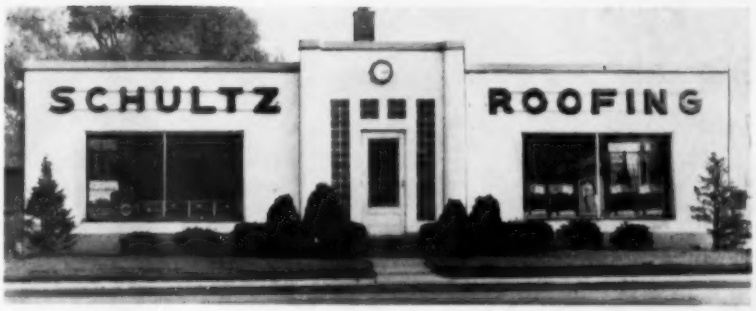
NATIONWIDE attention among roofing dealers has repeatedly been focused on the modernistic exterior of the Schultz Roofing Co. ever since the front was constructed in 1937.

Located in St. Joseph, Mich., at 211 N. Wayne St., which is also a heavily traveled highway, it is not uncommon for roofers from other states to pull up short, stop, and inquire of the owners as to exactly what the front has done for business.

Mike Schultz, and his brother, Hank, have a ready answer; specifically, that the company would have had to spend thousands of dollars in advertising to equal the business-getting ability of its exterior, and it is doubtful, according to Mike, whether any medium short of that entailing a collosal expenditure, would have produced as good results.

The Schultz brothers should know, since they have tried direct mail, exhibits, newspaper and radio among others, and in comparing dollar results, nothing yet even comes close to the result-producing exterior.

Moreover, Mike Schultz has definite opinions regarding roofing establishments the country over. When the brothers decided that what they needed was a snappy, modernistic front that would perform a consistent advertising function, they embarked on a trip throughout the country in an effort to spot something in the way of a roofing exterior that would fit their plans.



The Schultz brothers toured the country far and wide to find a roofing contractor who could offer them a sample of an outstanding structure from which to do business. They found none, and so designed the building above, which has won national recognition.

As to the results of the trip, Mike simply shakes his head, and being an outspoken individual, states that "outside of a few, rare cases, all that we found were dusty, musty, broken down traps that looked like the business was ready to go broke at the crack of dawn. Even the firms that did look halfway decent, didn't come up to our requirements, so we sat down and decided to use our own ideas."

That the brothers had a good thing was quickly evidenced in the reaction of the local trading area. As a result of the publicity the front acquired, business took a jump and has been coming in ever since.

Other Businesses Do

Mike Schultz points out that furniture stores, drug stores, barber shops, and practically every other kind of business can boast of eye-catching exteriors.

"What's the matter with the roofing business? Can't we capitalize on the same thing?" asks Mike.

The confidence and reliability generated by a firm skyrockets with the addition of a good-looking exterior, says Mr. Schultz, adding that many roofers spend large amounts of money for advertising while overlooking one of the best bets obtainable.

The exterior of the firm is reproduced on photo post cards which can be sent through the mail, much as those which reproduce some type of attractive city landmark. A supply of the cards are kept handy on the firm's counter for

(*Continued on Page 36*)

Display is not limited to the store front in the Schultz business. Their trucks are as attractive as their home offices, and feature an illustration which has become a trademark in the area.

Largest auto plant in East roofed by local contractor

THE coveted job of roofing more than 17,000 squares of what is to be the largest automobile assembly plant ever constructed in the Eastern United States has fallen to J. P. Patti Company of Route 46, Lodi, N. J. Working in conjunction with M. H. Donovan Company of Hillside Avenue, Hillside, N. J., as Patti-Donovan Associates, the company is spending seven months on the job, starting with last May. Patti is handling the built-up roofing, Donovan the sheet metal work.

The new plant is being built on a 177-acre tract in the Ramapo Valley, village of Mahwah, N. J. on the New York-New Jersey state line. The entire expanse of the huge plant is visible from Route 17 at certain points, and a section of the New York State Thruway will pass not far from the site. It will be known as the Mahwah Plant of the Ford Motor Company.

Two Other Buildings

The main assembly building covers 39 acres of land and will have more than 1,750,000 square feet of manufacturing space. There will also be a 2-story administration building, 55 x 300 feet, an employees' facilities building, 56 x 1,920 feet, and a powerhouse.

In order to get the huge job done as quickly as possible Mr. Patti is employing five roofing kettles to work in tandem, and two automatic pumps raise the hotstuff 30 feet to the roof in continuous flow. His mechanized equipment includes feltlayers, gravel spreaders, and powered floor-to-roof conveyors.

In conjunction with his kettles, and in order to get the maximum amount of hotstuff to the roof in the shortest possible time, Mr. Patti is employing a tank truck system which has been successfully used in other parts of the country. Two tank trucks, equipped to carry liquid hot stuff, are loaded every day at the plant where the liquid product is manufactured. The trucks have a capacity of 1500 gallons and 1900 gallons, respectively, and total of about three loads per day are carried to the job between them. A single tank truck holds the equivalent of about forty barrels of pitch.

The tank trucks have burners in them which keep the temperature up during the 20 mile one-way drive from the factory to the job. The trucks are well insulated and there is only about a 10 degree loss during the trip. Each truck is equipped with a pump so that the material can be pumped directly to the roof. In some cases where reheat is necessary, a connection is made between truck and roofing kettle, and then from kettle to roofing pump and so on to the roof.

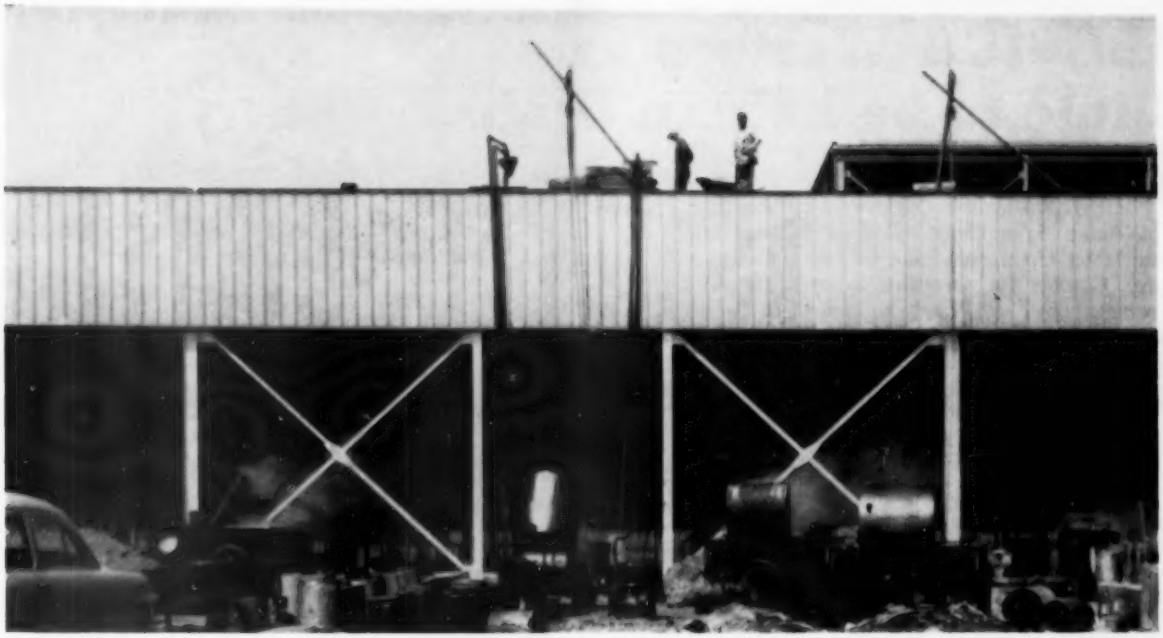
The material is picked up hot, distilled directly from the manufacturing plant, and taken immediately to the Mahwah, New Jersey job site.

Using every conceivable mechanized development Patti's men are able, under maximal operating conditions, to produce 180 squares of finished roofing per day. A unique aid in this mechanized process are Patti's "power buggies" which haul material from one point on the roof to the point where the mechanics expect to apply it.

General Contractor for the big Ford job is Fred J. Brotherton, Inc. of Hackensack, N. J. A peak force of approximately 1,500 men is speeding construction of the plant, which is expected to be complete by the late summer of 1955.

Much of the mechanized equipment being used on this job, including kettles and feltlayers is a product of the Aeroil Products Company, Inc., according to Mr. Patti. Mr. Patti stated that the roofing came from The Barrett Division, Allied Chemcial & Dye Corporation, and insulation was provided by Owens-Corning Fiberglas Corporation.

Architect's drawing of the Mahwah plant of the Ford Motor Co., as it will look when completed. The roof will cover almost 17,000 squares. Main plant covers 39 acres of ground.



Readers who look carefully will see five roofing kettles operating in tandem in this exclusive photo of J. P. Patti's men at work on the new Ford assembly plant roof. The five kettles are used to feed the two pumps whose lines can be seen in the center of the picture.

Right: Two power pumps were instrumental in producing 180 squares of finished roofing per day. Far right: A roofer gets a signal from the deck: "Start the pumps."

Right: Action shot catches same mechanic seen in upper right photo just as he pulls starting rope to get pump into action. Far right: Inexorable maw of the kettles required constant chopping of fresh pitch.

NERSICA Western Sales Clinic to be held in Utah

PLANS have been completed by the NERSICA members in Utah for the Western Sales Clinic to be held at the Hotel Utah, Salt Lake City on Friday, October 1st, according to announcement by H. Ward McCarty, executive secretary of the local group. The all day affair will be climaxed by a banquet in the evening at which Mr. H. Miller Day, the State Director of the Federal Housing Administration of Utah will be the speaker.

The Sales Clinic portion of the program will feature the showing of four Jack Lacy sound films on "Hot Button Salesmanship". Each film will be preceded and followed by an open discussion of the various problems on selling in the home improvement industry. In addition, panel discussions on cost accounting, organizing and supervision of the sales force and other pertinent subjects will be included.

National Members Attend

NERSICA headquarters will be represented at the meeting by Executive Assistant, Andy Furman and by Tax Attorney, Joseph Lyman of Washington, D. C. An attendance of over 100 is expected, not only from Utah but also from the surrounding states in the inter-mountain area.

NERSICA of Utah was organized in April of 1953 under the leadership of Executive Secretary H. Ward McCarty and a group of contractors. One of the charter members of the association was King Stewart of Western Incorporated, Salt Lake City who, at the present time, is a Director of the local group and also a Director of NERSICA. Mr. A. J. Webb of All Weather Products Co. in Salt Lake is the President of the Utah chapter with Kermit S. Patterson of Zion Construction Company as Vice President and E. J. Mower of Provo, Utah as Treasurer.

Special committees have been set up to represent the various products and services of the members. Gene Lynch of the Lynch Insulating Co., Ogden, Utah is Chairman of the roofing, siding and insulating committee, R. P. Rasmussen of the Kool-Breeze Awning Company is Chairman of the building specialties committee while O. V. Maggard of the American Roofing Co. is Chairman of the built-up roofing committee.

Full Day Program

Program for Nersica of Utah's Western *Sales* Conference
Friday, October 1, 1954 — Hotel Utah

7:30 A.M. — Press Breakfast. Hotel Coffee Shop. *Dutch*
Meet the press.
Meet Mr. M. R. Furman, New York City, Executive Assistant, Nersica, Inc.
Meet Mr. Jos. J. Lyman, Washington, D. C. Nersica's Tax Attorney.
Remember that good public relations in the Home Improvement Industry begin with the contractor and *salesman.*

8:00 A.M. — Registration. Little Theatre, Lower Lobby

9:00 A.M. — Call to Order. Nersica of Utah President, A. J. Webb, All Weather Products Co.

9:05 A.M. — Official Greetings, National Director, Nersica, Inc. King Stewart, Western Incorporated.
Introduction of conference moderator, Mr. M. R. Furman, Executive Assistant, Nersica, Inc.

9:15 A.M. — Hot Button Salesmanship — Creative Selling

10:00 A.M. — Panel Discussion — "Federal & State Taxes." Jos. J. Lyman, Tax Attorney, Nersica, Inc.
Mr. Lyman will be available the rest of the day for informal discussion and consultation.

11:15 A.M. — Hot Button Salesmanship — The Approach

12:00 M. — *Sales* Luncheon—Empire Room
H. Miller Day, District Director, FHA. "The New Federal Housing Act and the Home Improvement Contractor and the *Salesman.*"
Arthur C. Ridd, Vice President, Continental Bank, Salt Lake City. "The Lending Agency Looks at FHA — The Home Improvement Contractor and the *Salesman.*"

2:00 P.M. — Hot Button Salesmanship — The Demonstration

2:45 P.M. — Panel Discussion — "Title I Provisions, Changes and Mechanics — How They Affect the *Salesman.*" O. Claron Aldredge, Executive Assistant District Office, FHA.

3:45 P.M. — Hot Button Salesmanship — The Close

4:15 P.M. — Buzz Sessions. Let's get closer to our *sales* problems
Group I — *Built-up Roofers*
O. V. Maggard, Moderator
American Roofing Co.
Group II — *Building Specialties*
R. P. Rasmussen, Moderator
Kool-Breeze Awning Co.
Group III — *Insulation, Siding, Steep Roofing*
Gene Lynch, Moderator
Lynch Insulation Co.

4:45 P.M. — Hot Button Salesmanship — Meeting Objections

5:30 P.M. — Adjournment

L. I. Roofers Hold Third Safety Dinner

The Long Island and Brooklyn Roofing and Sheet Metal Contractors Association, Inc., held their third annual compensation safety group dinner early this month. The steak dinner marked the occasion of the return in cash to the association's members of 40% of their compensation premium.

The Long Island and Brooklyn

(*Continued on Page 32*)

Steel Scaffolding Used In 50 Sq. Job

St. Michael's Church, Cleveland & Eugenie Sts., Chicago Roofing Contr.: Fred Bremer, Chicago. This scaffold used for installing new slate roof, consisting of 50 squares. Scaffolding equipment involved: 1750 couplers, 12,000 lineal feet of tubing, all steel.

Photo Courtesy Patent Scaffolding Co., Inc.

NEWS of the MONTH

July Construction Activity Maintains Record Level

Construction activity continued its record level during July as expenditure for new constructions rose to a new monthly peak of $3.5 billion, and reached a new record total of $20.1 billion for the first seven months of the year, according to preliminary reports from the Departments of Commerce and Labor.

According to Dodge Reports, the July total of $1,836,935,000 of contracts in the 37 states east of the Rockies was up 2 per cent over July 1953, and 6 per cent above June of 1954.

The value of new work on private residential building, say the government agencies, totaled more than $1.2 billion during the month. This was 10 per cent above July 1953, and exceeded the level of all months since October 1950. The high dollar volume this July reflected a greater-than-usual rise in non-farm housing starts during June.

* * *

Two Receive Promotions In Carey Organization

In a series of promotions at The Philip Carey Mfg. Company, Cincinnati, Ohio, W. S. Reid has been named Production Manager of the Carey Plymouth Meeting, Pa. Plant and K. R. Krieg has been appointed to Reid's former position of Manager of Industrial Relations it was announced recently by J. Glenn Young, Manufacturing Manager.

K. R. KRIEG

Krieg was Safety Supervisor and Personnel Manager successively at Carey before assuming the position of Manager of Industrial Relations. He is active in the Asphalt Roofing Industry Bureau, Safety Committee, President's Committee on Occupational Safety and Committee on Community Safety. He is a member of the American Society of Safety Engineers and Cincinnati Personnel Association.

* * *

Ruberoid Enters Gypsum Field With Purchase of Ebsary Co.

Announcing an important step towards greater product diversification, Chairman Herbert Abraham of The Ruberoid Co. said recently that his firm has acquired the assets, goodwill and going business of Ebsary Gypsum Company of Rochester, New York. The move will introduce Ruberoid into the gypsum field.

Ebsary Gypsum was founded in 1909 by Frederick G. Ebsary, who was president at the time of the transaction. The company is widely known in areas east of the Mississippi as a producer of gypsum wallboard, lath, plaster, blocks and gypsum rock. It operates a board and plaster plant at Wheatland, New York, about 18 miles southwest of Rochester. Included in the acquisition, said Abraham, were gypsum properties contiguous with the plant. These contain enough ore reserves to make the Wheatland plant self-sufficient for many years.

"We enter this new field," declared the chairman, "with the conviction that the building industry will continue to grow faster than the rest of the economy as it has in every year since World War II. Wallboard and other gypsum products, vital to building of all kinds, are bound to share in this growth."

* * *

Steel Products Sales Mgr. Named by U. S. Gypsum

J. P. O'Brien has been appointed Sales Manager, Building Steel Products of United States Gypsum Company, with headquarters in Chicago, it was announced by H. B. Brown, Merchandise Manager of Building Steel Products. This is a newly created position.

O'Brien joined U. S. Gypsum in 1945 as a paint salesman in the Harrisburg office, and in 1947 was promoted to District Manager of the Pittsburgh District, his most recent position.

* * *

Carey Places New Cleveland Headquarters In Operation

Shown below are the new office and warehouse of the Philip Carey Mfg. Co. located at 8551 Brookpark Road, Cleveland 29, Ohio. In this new and modern building there are a total of 3,000 square feet of office space and 10,000 square feet of warehouse space.

New Carey Cleveland headquarters, shown above.

W. E. Hess, Cleveland District Manager stated that Cleveland is a hub for Carey activity in Northern Ohio, Pennsylvania and New York. He went on to say that the company has demonstrated its faith in the future of the Cleveland district market area in this new building.

* * *

FHA Commissioner Fills Four Administrative Posts

Norman P. Mason, FHA Commissioner, recently announced the appointments of Loder L. Patterson, Frank J. Meistrell, Burnham W. Diggle, and Neil A. Conner to posts in the Administration.

Mr. Patterson, a Jacksonville, Fla., consultant in administrative law, will direct the FHA's division of slum clearance and urban renewal. The new program, recently approved by Congress, will help communities preserve and restore the property values in their older neighborhoods.

The post of General Counsel of the FHA went to Mr. Meistrell who was until recently chief counsel of the New York State Moreland Act Commission, investigating the administration and cost of workmen's compensation in New York State. The new counsel will be responsible for the interpretation and legal administration of the FHA portions of the new Housing Act of 1954.

The newly-created post of director of the examination division will be filled by Mr. Diggle. He will conduct period examinations of FHA's 75 field offices.

Mr. Conner will fill another new post, that

(Continued on Page 39)

Attributes of a Good Salesman To His Customers

1. Assists them in satisfying their needs—Advises, counsels and helps.
2. Doesn't oversell nor high pressure.
3. Takes an interest after the sale—checks on terms of contract to see if customer is protected and satisfied.
4. Promotes confidence in minds of Customers that they are dealing with a Reputable Firm and Industry.
5. If leads are given by Customers, their stipulations are not violated.
6. Calls back at stated intervals to maintain business friendship and interest in the Customer.

The Attributes of a Good Firm Toward Its Salesman

It selects Dependable and Honest Salesmen, as fellow-workers.

It gives good training before the men start to sell.

It advises, helps and counsels salesmen; especially when sales are down.

It provides a wage payment both of *Security* and *Incentive*.

It doesn't indulge in shady practices which the honest salesman can't condone.

It is a Firm that is respected in the community for Reliable Workmanship and for Living up to contracts by Material and Time.

Salesmen stay with you because you treat them right!

The comments on salesmanship which appear above and at the right are by an expert in the field: Prof. Royal S. Roberts, who teaches the subject in a university, and lectured extensively at a recent contractors' sales clinic.

Hints For Selling

1. Women are individuals—first and always! A routine speech is a mass appeal. Make your talk a personalized one intended only for that one housewife who appears at the door.

2. Don't talk the jargon of the trade to the Prospects. What do you know about the intricate language of accounting, insurance and the many trades? Use simple, clear English and paint pictures of Beauty and Profit as they appear in her life—not as they appear in your catalogues and balancing sheet.

3. The best opening greeting — before you have said a word—is to present a friendly, natural and good-humored personality.

4. When a Housewife makes *Excuses* that she doesn't want to make improvements, you are doing a poor selling job. Retrace your selling steps. Better yet, when you go home, restudy your product, yourself and your customer's needs and desires.

5. Objections are the life blood of good selling. Let the housewife talk. Answer them quietly and with confidence. Don't win arguments; win sales.

6. After the Housewife is the Husband! While selling her, you must provide her with reasons which she presents to him before you appear. The salesman should sell two persons two times.

7. Salesmen should like people and not be too critical in his evaluation of them. They may appear ignorant in the light of your own knowledge but Can You Bake a Cake or Repair a Watch?

8. Try to avoid forming predetermined opinions on how Women will act; and Men, also. Fundamentally basic appeals and desires are common to each. A fine regard for etiquette, a compliment and thoughtfulness are liked by women. Men are likewise appreciative.

Manufacturer offers free courses in spray painting

The Binks Manufacturing Company's free school of Spray Painting begins its Fall schedule of courses September 13 through September 17 at the company's Chicago plant.

The one-week course is open to all those who are interested in learning modern and proper methods of spray application, and the correct care and maintenance of spray equipment.

The courses will be repeated:

October 4 through October 8
November 8 through November 12
December 6 through December 10

The school is conducted in specially equipped classrooms. Attendance is limited to 25 so that personal attention can be given to individual problems. As much as possible, students with like backgrounds and problems are grouped together. First-hand experience in the construction and operation of spray equipment is supplemented with modern audio-visual training aids.

Class members become thoroughly familiar with spray guns by taking them apart, re-assembling and testing them. During their instruction the students actually product defects commonly encountered in spray painting and then learn how to correct them. The operation of paint circulating systems, fluid handling pumps, oil and water extractors and catalyst painting

(Continued on Page 39)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Aluminum Roofing Catalog

Quaker State Metals Co. is now distributing a catalog listing all products manufactured by the company. The new catalog can be inserted into a three-ring book, and additions to it will be issued in the single sheet form.

Included in the 24-page catalog are pages on Roofing and Siding products, Standing Seam Roofing, Weatherboard Siding, Flashing and Roll Valley, Gutter and Downspouting, and all other products produced by the company.

Two pages are devoted to Cross Corrugated Roll Aluminum Roofing, the company's new patented roofing product. This new roofing comes in rolls for easier, quicker application, and can be cut to customer specifications by any dealer. Besides cutting inventory requirements, roll roofing eliminates side laps, and gives greater insurance against leakage, the manufacturer maintains.

* * *

Swing Stages

Louisville Swing Stages will have a "new look" according to the announcement made by Louisville Ladder Company.

The new look is created by the double rung assemblies at each end and at two intermediate points down the length of the longest Stages. At the same time, the side rail depth has been increased from four to five inches. Both of the above changes contribute to a greater rigidity and strength and will be found on equipment 20 feet through 28 feet. Shorter units will have single rung assemblies and four inch side rails.

All Louisville Stages will continue to be made with the Louisville patented rung assembly and the characteristic formed aluminum channel decking, basic factors in the light weight—strength features. Standard width is 20 inches with extra wide units up to 30 inches.

* * *

Shingle Cutter

A new asbestos shingle cutter with 36-inch knife capacity is now offered by Specialty Tool Manufacturers.

This new Model "T-36" cutter is equipped with aluminum knife bars, an alloy possessing high strength, toughness, rigidity and light weight. The model weighs 37 lbs. complete.

* * *

Acrylic Dome Skylight

The new AP acrylic skylight, developed by Architectural Plastics, Inc., is designed for use on any flat roof. A feature of this new thermoplastic acrylic resin dome is the simplicity of design. The AP dome sets into the roofing material. Light entering

at the roof level gives the widest possible spread of daylight, providing the optimum in lighting efficiency per square foot of opening.

Installation of this simplified two-piece unit (the acrylic dome and the sheet copper evaporation trough) can be handled easily by the roofer. The dome itself is self flashing. Conflicting responsibilities are avoided because no other trades are involved.

The new AP skylight is available in sizes made to fit standard roof joist spacings and roof openings. The dome and metal trough are placed in position and attached by screws. The roofing material is then spread over the flange to complete the job. Attachment devices, screws, expansion bolts, bushings and washers are furnished to suit conditions of the installation.

Because the AP wide-angle dome sets directly into the roofing material it causes no abrupt interruptions to the architectural lines and planes of the building. This new skylight also permits the use of any configuration of the interior fascia such as circle, oval, sloped or stepped.

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

* * *

Conveyor With Power Hoist

The Marion Manufacturing Company has announced a new addition to its line of towing and material moving equipment—a low priced conveyor with power boom hoist designed specifically for contractors and builders.

The conveyor is constructed with a flat top designed to elevate any and all building items—block, brick, buckets, etc., less than 16 inches in width are conveyed within the trough on chain carrier bars. Wider pieces such as window frames, roofing, siding, etc., are supported by the flat channel sideboards as they are carried up to the desired height by chain flights which can be varied in height to accommodate lumber 10 feet and longer.

By adding one or two 8 foot boom sections, the 24 foot base machine can be converted into a 32 foot or 40 foot conveyor.

In addition to the power boom raising mechanism, the conveyor's features also include a self-locking worm and gear oil tight drive, a self-locking worm and gear hoist, ball bearings throughout, keyed sprockets and shafts, rugged bridge-type boom trussing, overload throwout with automatic resetting, permanent mount for either gasoline engine or electric motor, and versatile telescopic undercarriage.

* * *

Roofing Color Film

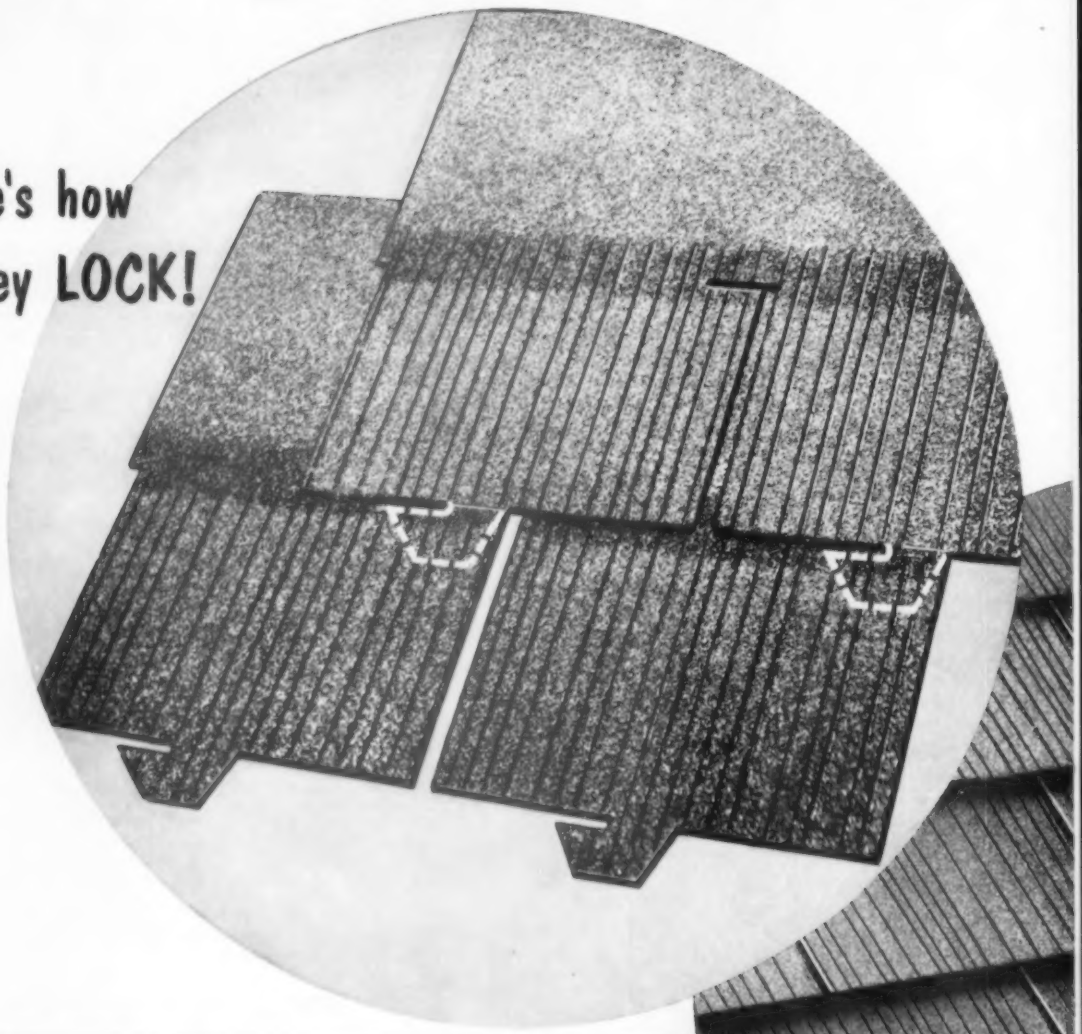
Certain-teed Products Corporation has just released a 20 minute, color and sound film called "A Case of Protection."

The new film tells the complete production story of the firm's asphalt roofing products. The story centers around a private investigator's solution to a case involving protection for his own home. His search for clues takes him to the company's plants and research and

(*Continued on Page 26*)

NOW...a New Interlocking Shingle

Here's how they LOCK!



CHECK THESE LOK-TAB FEATURES:

1. Interlocking—tabs lock down with patented lock at center of butt to give wind-safe performance.
2. Beauty—the appearance of regular square-tabs, plus new decorator colors and striated texture.
3. Deep Shadow lines—a dark band of color across butt lines gives de luxe shadowline effect.
4. Economy—priced competitively with ordinary strip shingles.
5. Speed of Application—faster to apply than ordinary square-tabs—6½% fewer pieces per square—30% less nails.
6. Exclusive Design—unsurpassed in performance—unmatched in beauty.
7. 8" Exposure—de luxe exposure with pleasing proportions. They provide a smoother covering for old shingles when used for re-roofing.
8. Premium Weight—built on heavier felt than ordinary thick butts.
9. FHA—meets FHA minimum property requirements.
10. Carries Underwriters' Class C Label.
11. A "One-Stock" Shingle—the one shingle that offers every advantage.

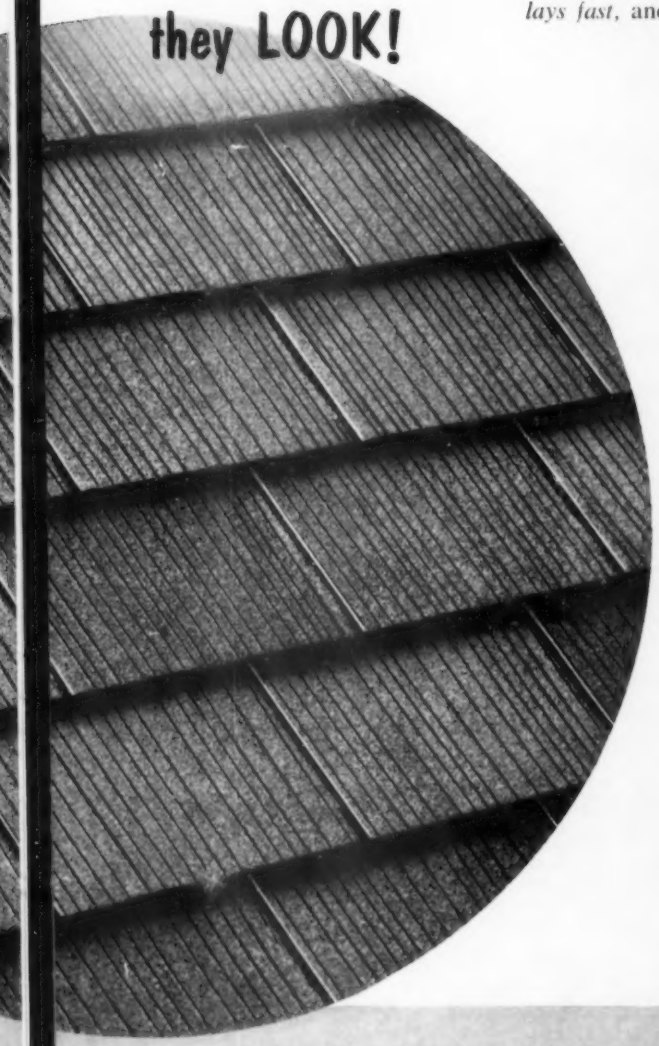
that Looks Like a Square-Tab...

RUBEROID LOK-TABS

(Pat. No. 2,659,322)

Not since Ruberoid developed Tite-Ons 20 years ago has there been anything to compare with this new advance in roof shingle design . . . a shingle that *locks, looks beautiful, lays fast,* and *lasts!*

Here's how they LOOK!



A new *exclusive* design principle

Ruberoid Lok-Tabs look like regular square tabs, yet each shingle is locked down at the center of the butt. Laboratory and field tests prove that even the strongest wind can't turn a Lok-Tab back.

A *new* kind of beauty

Lok-Tabs are decorator-styled with new colors and striated texture . . . plus the de luxe effect of heavy shadow lines created by a band of dark color across the butt lines.

Costs less to lay

Lok-Tabs are faster and easier to lay than regular strip shingles. They take fewer nails per square. Locking tabs slip easily into place, aligning each shingle automatically.

•

Now you can sell an exclusive shingle that offers every sales feature. Cash in on this dramatic demonstrator. Get your Lok-Tab demonstrator kit now. The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

The RUBEROID Co.

Asphalt and Asbestos Building Materials

Money-Time- **SAVING**

FELT and PAPER CUTTER

Quickly and easily cuts EVERY kind of roofing and flashing material. One man can cut a roll of felt to any width or widths and re-roll it in 3 minutes.

Several roofers have saved its cost on the first job. Easily portable, hand operated, always ready to use instantly. Any one can operate it.

Write today for full details

STEPP'S MFG. COMPANY
Dept. D, Highway 19 East
Marshall, Minnesota

What's New

(Continued from Page 23)

engineering laboratories where manufacturing, quality control and research operations are filmed. Raw material sources, testing methods and the firm's shingle types and colors are also shown in the film. Certain-teed's exclusive Millerizing Process is revealed in an animated sequence.

* * *

Aluminum Data

Featuring much new information not found in previous issues, as well as a new die-cut thumb-indexing system, the 1954 edition of "The Aluminum Data Book" has just been issued by Reynolds Metals Company. It offers 220 pages of detailed data on the properties and characteristics of aluminum.

To make the information readily available, the book includes a table of contents, a 2-page index of tabular matter, and a 20-page itemized cross index with references both to text and tabular information.

* * *

New Awning Line

An outstanding new line of permanent aluminum awnings and canopies, color-coordinated to compliment the home, were introduced recently by the Alumatic Corporation of America.

The new Alumatic awnings feature beautiful, modern horizontal lines that blend with every style of architecture and every construction material. They are constructed with a unique interlocking feature called "Lok-Tite" which is responsible for the extra rigidity and strength of these new awnings. This feature locks the louvres in place — locks them so tightly that they will never come loose or rattle. According to Alumatic engineers, the harder the wind blows, the stronger the awning becomes.

Because of this "Lok-Tite" feature, which also allows the louvres to be snapped in and out easily, accent colors can be readily changed — without bolts, tools, or troubles. This 'quick change' feature, plus a rainbow range of colors that compliment the home, make up Alumatic's outstanding "color-coordination" idea for residential and commercial awnings.

Another Alumatic innovation, "Magic Light" provides more and softer light for

Available only to paid subscribers to AMERICAN ROOFER & SIDING CONTRACTOR and to BUILDING SPECIALTIES & Home Improvement Dealer. If you don't now subscribe to these tremendously valuable monthly magazines, send in your order today.

Coming . . .

1955 Edition

The 1955 edition of RS&BSM will contain more than 175 pages . . . all brand new . . . the most valuable accumulation of important material you have ever had . . . to help you in every phase of your business: management, sales, advertising, application, new products, etc.

Manufacturers . . .

Here is your chance to put 10,000 dealers and contractors to work for you . . . to cover this entire field effectively and dynamically. One ad will work for you all year.

Write for details

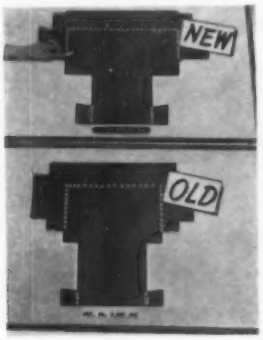
Roofing, Siding and Building Specialties Manual
425 4th Avenue
New York 16, New York

rooms. Exclusive "Ventilation Control" eliminates awning heat traps and provides better ventilation and more clean, fresh air. In addition to these features, a valance gutter to funnel off rain is another sales-starred construction design. These awnings and canopies are constructed for year 'round use and can be quickly and easily installed on any home.

* * *

Revised Standard Roofing Shingles

In keeping with their constant effort to provide their trade with the best and most attractive roofings manufactured, Globe Roofing Products Co., Inc., recently announced revision of their Standard Windlok Shingle.



This revision is the achievement of Globe's engineering and research into the possibility of further improving an already excellent and widely accepted product. One of the improvements was to increase the size of the locking table from 1½" to 2½" making the shingle stronger, and adding to its wind resistance.

Another modification was the rounding of the locking tab corner, facilitating the locking of the shingle and eliminating the problem of the sharp edge catching on other shingles.

Further, by increasing the size of the shingle Globe reduced the number of shingles from 96 to 79 per square which in turn reduces material and labor costs, reduces nails per square (maintaining the same amount of nails per shingle) and generally reducing application costs.

* * *

Pumping Materials Catalog

Just published by the Alemite division of Stewart-Warner Corporation is a thirty-two page catalog of "Versatal" materials handling equipment which is encyclopedic in its scope.

The aptness of the trade-name, "Versatal," of Alemite's materials pumping line is illustrated in the first few pages of this combined catalog and selection manual. And, in a simple, definitive preface to the catalog, the nature and function of such equipment is stated as follows:

"A typical Versatal system consists of:

(1) Air operated pump, which removes material from original container and forces it, at desired pressure and rate of delivery, through

(2) Pipe, tubing and/or hose, to

(3) Spray guns, extruding guns, or

HOW CHEMISTRY MAKES

ADDEX A SUPERIOR

ROOFING MATERIAL

Roofing men like yourselves, looking for a faster, better method of resurfacing old roofs, took their problem to the chemists. After six years of research and five years of field testing . . . science has proved that the answer is . . . ADDEX ROOF SHIELD. Chemical additives made possible the successful union of asphalt and fiber glass to create new horizons in roofing maintenance.

While other companies may use similar materials, only ADDEX gives you patented chemicals in its asphalt to assure positive bond of asphalt to glass.

Chemistry has answered your search for a superior roofing product in ADDEX ROOF SHIELD.

Write today for literature

see our catalog in PLANT ENGINEERING FILE or write for copy

LABCO INCORPORATED

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NATIONAL DISTRIBUTORS OF ADDEX ROOF SHIELD

ADDEX ROOF SHIELD

The Handy Hoist

turns your LADDERS into HOISTS easily, safely, efficiently.

Designed for ONE-MAN operation

Designed for easy storage in truck or car.

For Details Write:

Frank P. Frey & Co.
2634 W. Madison Street
Chicago 12, Illinois

other types of control valves at point of application.

"Pump automatically delivers material as required, so that entire operation of Versatal system is controlled at the point of application."

The definition then goes on to state that operations performed by the equipment includes spraying,—"from fluids to heavy mastics;" extrusion, "putty, caulking, sealer, glue, cake icing;" transfer of materials "from original container to any machine, on any floor," and, packaging, in which the system "delivers basic materials from original containers to packaging machine; fills hopper automatically."

Examples of the handling of all types of materials in the foregoing types of application are illustrated with forty-two pictures.

A section of the book which will be of particular utility to maintenance and production men, purchasing agents or others who, although broadly familiar with the advantages of this type of materials handling are proper combination of pumps, hoses, control stumped by the prospect of ordering out the valves and other elements to obtain the most efficient and economical system, are the eight pages devoted to integrated "packages." In each case, determined by type of material to be handled and size of container, a bill of materials giving model numbers of components and such supplementary information as hose ratios, hose lengths and other pertinent data, is provided.

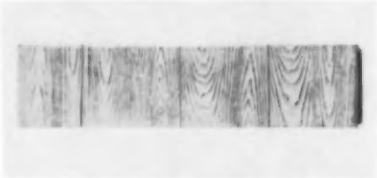
A section on accessories includes data on follower-plates, powered agitators to prevent separation of materials in the container, spray guns and poles, pressure regulators, hose connectors, air consumption rates and compressors and other operational requirements.

Information concerning testing of materials to determine whether they can be handled efficiently with Versatal pumps is also included. Details of operations of the testing laboratories, at which manufacturers and users of materials may obtain actual working conditions testing of materials without cost, are explained.

* * *

New Wood Design Siding

"Never before has there ever been an asphalt insulating panel to compare with new Inselwood Grain-Tex to equal the likeness of real wood," stated Mr. E. N. Rosenthal, President of Jones & Brown, Inc., when the company recently announced the introduction of their newest siding product, Inselwood Grain-Tex.



"After years of experimentation and intense research," continued Mr. Rosenthal, "we have developed a product which offers advantages never before combined in an asphalt insulating siding."

Grain-Tex panels have a textured wood

Caulk with COLOR
Caulk with CALBAR

26 COLORS of Caulking Compound to match every building material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.

CALBAR

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CALBAR PAINT & VARNISH CO.
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2612-26 N. Martha Street, Phila. 25, Pa.
See our catalog in Sweet's

NEW

GLAS-COL *portable*
ELECTRIC MELTING POT

for melting asphalts . . tars . . pitches . . resins . . mastics . . and other viscous materials.

Ideal for repair jobs. This portable melter weighs only 15 lbs. Fits into your car trunk. No need to tussle with big, heavy, production melting equipment.

Use it for melting asphalt for roof jobs . . tar for sealing seams in concrete . . and many other repair and maintenance applications.

Plugs into any 115-volt outlet (1250 watts). 3½ Gallon capacity. Heating chamber Fiberglas insulated.

only $75.00

Ask for descriptive Bulletin 201, Glas-Col Apparatus Co., Inc., Dept. AR, 711 Hulman St., Terre Haute, Ind.

GLAS-COL
MELTING POTS

design finish with new character and depth to give a most realistic grained effect. They are modestly priced. They are fire retardant. They reduce maintenance and repair costs to a new low.

Grain-Tex panels consist of a thick, tough insulation board core impregnated with an over-all seal of weatherproof, waterproof, asphalt saturant. The finish is a deeply embedded coat of hard surface mineral granules many times thicker than the usual siding.

They won't rot . . . are weatherproof and wonderfully resistant to sunlight and fading.

They never need protective painting or preservative treatment . . . they reject soil and dirt. And they muffle noise, too. The insulation value is equal to 36 times its own thickness in solid concrete.

Grain-Tex is manufactured in the popular narrow 10" weather exposure. Because the panels are reversible, they reduce application waste to a minimum, thereby, saving on labor and material.

* * *

New Reflective Insulation Blanket

A new insulation blanket combining the insulating efficiencies of rock wool and reflective aluminum surfaces has been developed by the National Gypsum Company. Marketed under the company's Gold Bond trademark, the new product is called Twinsulation.

One side of the blanket is aluminum foil, the other side is aluminum-coated. The foil side faces the building interior when installed and provides an ideal vapor barrier. The aluminum-coated side facing the exterior is permeable to vapor and helps to prevent condensation. Both reflective surfaces turn back radiated heat; from the building interior in the winter, from outdoors in the summer. Rock wool inside the casing also blocks passage of heat, thus providing a twin insulation action.

The combination of foil and rock wool offers many interesting features. Since the blankets are especially effective against the

(*Continued on Page* 46)

THE Amazing
NATURAL BRICK VENEER

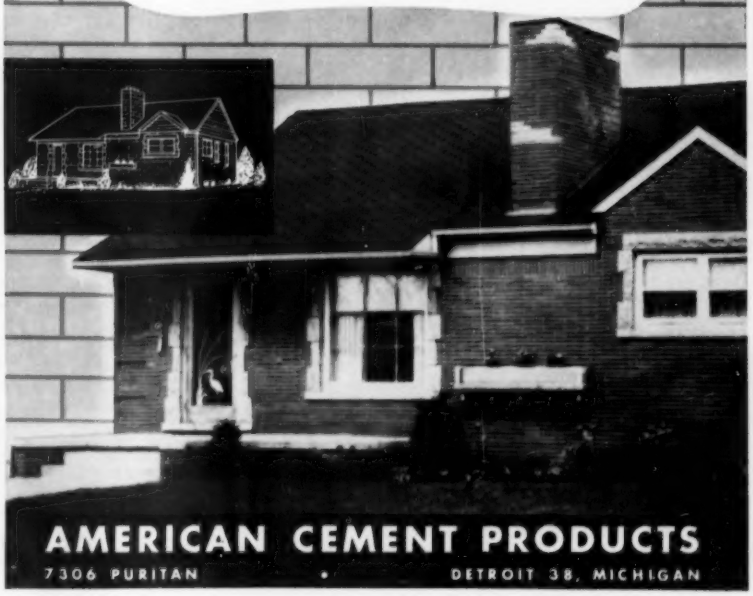
Quikbrik
IS GENUINE
BRICK IN A BETTER FORM
EASIER SALES AT GREATER PROFITS

Quikbrik can be applied to any type of construction in less than half the time of common brick veneering at a fraction of its cost. Profit wise, Quikbrik is by far your best deal and it's easier to sell . . . Nationally, dealers have proven Quikbrik makes more profit with less sales effort, for every home owner is a potential Quikbrik customer.

NO "CUT THROAT" COMPETITION . . . Quikbrik is a prestige product and will lift your organization from the field of stiff competitive bidding . . . If you have never handled a non-competitive product, you'll be amazed at the Quikbrik Profit Potential.

STAFF OF TRAINING EXPERTS to help you establish a profitable, going Quikbrik business . . . We maintain a large crew of men. They know Quikbrik from the wall out and are available to train your workmen to do an efficient job.

The Quikbrik dealership in your Territory may still be available . . . Write direct for information.



AMERICAN CEMENT PRODUCTS
7306 PURITAN • DETROIT 38, MICHIGAN

ROOFERS SOLVE BIRD PROBLEMS

®Nixalite
RIDS BUILDINGS OF BIRDS!

NIXALITE—an Inconspicuous, Lasting, Spring Tempered, Rust Proof, Nickel Bearing, Stainless Steel Repellent — 120 projecting needle sharp points in every foot—which prevents birds from landing and roosting on buildings. Ends Bird Spatter.

Quickly installed with special adhesive and caulking gun. Can be installed on any type surface and every kind of material.

Saves building owners maintenance costs and enhances property values. When NIXALITE is properly installed there is no further expense.

Also repels climbing animals, rodents and human beings.

RESEARCH APPROVED

Write for "Bird Control"

NIXALITE COMPANY OF AMERICA
115-119 West Third Street, Davenport, Iowa, U. S. A.

Bird repellent line

(Continued from Page 13)

ever, since a great deal of the work is done with churches, in an area where Roman Catholic Churches predominate, a liturgical calendar is sent to the churches each year, 300 of these are made up with the name imprinted in gold, and they are distributed before the beginning of the liturgical year, November 29th. The calendars serve as a constant reminder to priests of the name of the firm which does roof maintenance work for them when needed.

One thousand blotters are printed up and sent out each month to a special list of customers. A paragraph on the back of each blotter discusses a different phase of building maintenance each month. The firm does no newspaper advertising as roofing contractors specifically, but it sometimes ties-in with special product advertising, as, on occasion, with Nixalite.

Schreck & Wealty's attitude toward their customers reflects the quality approach to business which is their trademark. They live right up to the letter of their guarantee, but make no outlandish promises.

Unusual Use of Cameras

Although promotion itself is kept to the minimum Schreck & Wealty do make a use of the photographic camera which other contractors could easily adopt with profit to themselves. Whenever they are called upon to examine a roof, either for specific maintenance purposes or merely for a routine inspection, they take cameras along, and photograph the damage they discover in great detail.

Usually two members of the firm go up together. One acts as a model, picking up the old roof section, and pointing to the place where the roof has been worn through, or pointing up other damage. The reason for this is twofold: first, it shows the customer exactly what is wrong with the roof in graphic detail, and the men serve as models for each other as valid proof that it was Schreck's men who were up there and actually took the pictures. The latter practice has proven of great value in getting jobs for the firm, as, in many large institutions the man who has the right to sign contracts for repair work often isn't around when the actual inspection is made.

The firm employs about twenty mechanics on an average the year-around, including the numerous family members. They own a first-class sheet metal shop, where a great deal of gutter and lead repair, forming and shaping is done, completely outfitted, and they have four trucks, plus three roofing kettles. Although much of their work is confined to roof maintenance and repair they also handle slate and tile roofing when called upon to do so.

Mechanics at Schreck & Wealty's hand-fashion perfect replicas of ornate leaders and gutter openings in the sheet metal shop. Above: Hard at work on a downspout.

Schreck & Wealty do a great deal of gutter and downspout work. They have developed a special copper paint to match the verdigris or weathered patina of copper. "A gutter that can be maintained with painting and a little soldering will last indefinitely," says Joseph Schreck.

Recently the firm heard of a new device to keep leaves out of gutters. Joe Schreck used it on his own home with great success, and now is a strong advocate of the new system, which keeps leaves off, but doesn't at all impede drainage. It is a lucrative new line for the firm. Another line in which they are active and have good results is the installation and maintenance of lightning protection.

Asked whether he recalls any special

emergency or unusual conditions which the firm had to face during its long history, Joseph Schreck said, yes, he recalled a catastrophe for many people which had been a source of good business for at least two years.

"The hurricane of 1950," said Mr. Schreck, "kept us busy catching up for two years. As a result of hurricane damage, St. Paul's R.C., St. John's R.C., and St. Joseph's R.C., all in Union City, had to have their towers done over with copper. Individual claims ran to as high as $50,000, and in some cases more. This tragedy of nature proved to be of tremendous good fortune to at least one field: the roofing business.

With their reputation well established, and maintaining their high ethical standards, the Schreck dynasty should continue for as long as there are a Jersey City and a Union City, providing roofs, bird control, lightning protection, gutter protection, and whatever else is needed where there services are required on institutions, churches and homes.

FHA Bill Passed

(*Continued from Page* 11)

amounts to a 13½ per cent reduction of charges imposed by FHA on the .75 per cent rate, applicable upon the bulk of FHA's home modernization loans.

The effective date of the new rates will be October 1, 1954 — the same date on which lenders for the first time will share with the government a portion of the risk for FHA property improvement loans.

Commissioner Mason declared that the effect of the reduction — first authorized since premium charges for the loans went into effect on July 1, 1939 — will be to stimulate the program to the benefit of home owners who want to remodel their properties.

Advisory Committee Appointed

In the same vein Mr. Mason announced the appointment of eight representatives of the home building and lending industry to an advisory committee to study the FHA's home modernization and repair program.

He said the objective of the committee will be to recommend improvements to FHA's Title I modernization and repair program — "to make it work more effectively for the people who want to repair and remodel their homes and to extend its benefits to more home owners."

Commissioner Mason said the members of the committee are all leaders in their particular fields. He added that the knowledge and experience they bring to the committee will contribute materially to the value of the program.

From New York City will be Allen R. Cobb, vice president of the Irving Trust Companyy, and Joseph Wood, assistant treasurer of Johns-Manville Corporation, and from Chicago, Fred W. Heitmann, Jr., vice president of the Northwest National Bank of Chicago, and George P. Spiczak, vice president of the Home Federal Savings and Loan Association.

The other committee members are R. T. Mayfield, vice president of the First National Bank of Fort Worth, Texas; G. Merritt Robbins, president of the First Bancredit Corporation, Saint Paul, Minn.; D. Z. Albright, vice president of the Security-First National Bank of Los Angeles, Calif., and W. L. Johnson, vice president of the Construction Finance Company, Boise, Idaho.

NICHOLS NEVER-STAIN® Aluminum File-Grip® ASBESTOS SIDING NAILS

WHEN DRIVEN THEY TURN LIKE A SCREW

- RUST-PROOF — will not stain or discolor siding
- SOLID ALUMINUM — no coating to chip off
- SMALL HEAD — inconspicuous
- ETCHED FINISH — for greater holding power

"Never-Stain" Aluminum "File-Grip" nails are economical. They save up to 50% over other asbestos siding nails. Spiral serrations insure minimum breakage of siding fibres and maximum contact with wood fibres when under tension. Available in 1-7/16" and 1-3/4" lengths. Meet FHA requirements for holding power.

THE CHOICE OF SIDING MANUFACTURERS
Many leading asbestos siding manufacturers are now including Never-Stain "File-Grip" Aluminum Nails with their products. Literature and free samples on request.

NICHOLS NEVER-STAIN® Aluminum INSULATED SIDING NAILS

- SOLID ALUMINUM — no paint or coating to chip off
- RUST-PROOF — no streaks or spots — they will outlast the building itself
- PRACTICALLY INVISIBLE — ideal for either joint or face nailing

Available in 2" and 2½" lengths. Packed in 50 lb. cartons or convenient boxes of 1680 – 2" nails, sufficient for applying five squares in either ETCHED or ALROK finish.

NICHOLS WIRE & ALUMINUM CO.
General Office & Factory — DAVENPORT, IOWA
Branches: Mason City, Iowa; Battle Creek, Mich.; Cincinnati, Ohio; Atlanta, Ga; Danbury, Conn.; Seattle, Wash.; Oakland, Calif.
WORLD'S LARGEST MANUFACTURER OF ALUMINUM NAILS

scrape 1 square every 5 minutes

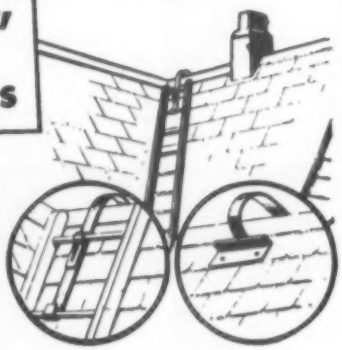
On tough scraping jobs, shear off up to 12½ squares an hour with the new model Tennant Roof Scraper. Lets one man be a crew; assures you more profit on *every* job! Cleans 8" path —leaves smooth, level surface. Has 6 hp engine . . . self-propelling action . . . allows on-the-job cutter changes. Many exclusive features. *For details write to G. H. Tennant Co.,* 2568 North 2nd Street, Minneapolis 11, Minnesota.

TENNANT ESTABLISHED 1870

ROOF SCRAPING MACHINES

ALWAYS SAFE and Easy-to-Use

"TROUBLE SAVER"
SCAFFOLDING ACCESSORIES



LADDER JACKS

- **RAIL-TYPE JACK** (left) is extra safe. Side rails of ladder are used for support.
- **ONE MAN JACK** (right) is sturdy, convenient. Adjusts to any pitch on either side of the ladder.

ADJUSTABLE ROOFING BRACKET

Simple, durable—for all kinds of jobs and any type roofing. Provides a safe staging at any pitch. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS

Can be removed without raising the shingle. Made in two sizes: "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

LADDER HOOKS

Once you use it, you'll never be without it. Pivot allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 pounds.

- **WRITE** for complete information on all "Trouble Saver" Scaffolding accessories.

THE STEEL SCAFFOLDING COMPANY, Inc.

Manufacturers of "Trouble Savers" Since 1912

856 Humboldt Street Dept. AR Brooklyn 22, New York

Telephone: EVergreen 3-5510

L. I. Roofers

(*Continued from Page* 20)

Roofing and Sheet Metal Contractors Association, Inc., was started four years ago, and was organized to meet and cope with the many diverse problems that confronted the roofing and sheet metal industry. The members of the association are engaged as contractors on new construction only, and they have literally "roofed" the potato and corn fields that were once Long Island's trade-mark.

One of the many problems facing the industry was the high cost of compensation insurance. Through the cooperation of another trade association the idea of "Group Compensation Insurance" was introduced to the Long Island and Brooklyn members. The idea rapidly caught fire and as soon as the Association was able to produce the minimum premium level required by the state insurance fund of New York a safety group under the sponsorship of the Long Island and Brooklyn group was formed.

The original three participating members have grown to twenty and the 1953 premium amounted to $107,509.00. In addition to the 40% cash dividend returned to the members at the dinner, by Richard B. Williams, deputy director of the state insurance fund of New York, the members had previously participated in an advance premium discount of 10%, and the executive committee of the safety group set aside 27.2% of the total premium as a contingent reserve for 1954. This represents an overall savings of 72% on the cost of compensation insurance. The safety group is managed by the Industrial Group Service of 93 Worth Street, New York City, New York, whose function is one of service, knowledge and efficiency in the handling of claims and policy holders.

"The advantages and benefits of group compensation insurance as enjoyed by the members of this association," states Ira J. Lefton, executive secretary, "is just one of the many benefits and advantages offered our members and represents only one accomplishment in a long list that includes improved labor-management relations, service to the community and particularly to the industry, and cooperation with manufacturers and distributors of roofing and sheet metal products."

N. J. Roofers Hold Picnic, Contests At Country Club

Braidburn Country Club, with its well-laid out golf course, provided the scene for the Annual Outing of the Roofing, Siding & Insulating Guild of New Jersey, a NERSICA affiliate, early in August.

Entertainment included all day golf, and afternoon soft ball game, and a roast beef dinner in the evening.

The soft ball game was won by a team representing building specialties dealers, which opposed a team of roofing and siding contractors. Individual winners included Hank Borowy (once a big league star with the Yankees), who is with General Associates, Bloomfield, N. J. (Hank naturally copped the fungo hitting contest).

Golf: Seymour Holub, Weather Conditioning Co., Orange, and Arthur Houtz, New Jersey Home Improvement Co., Elizabeth; Darts: George Kaminsky, Air-Lite of N. J.; Bean-Bag Toss: Bob Schroeder, Cranford; Quoits: Bob Remer, Gild-N-Son, Belleville, and Horace Bogle, All-Window Products, Lindhurst, winner in Football Punting.

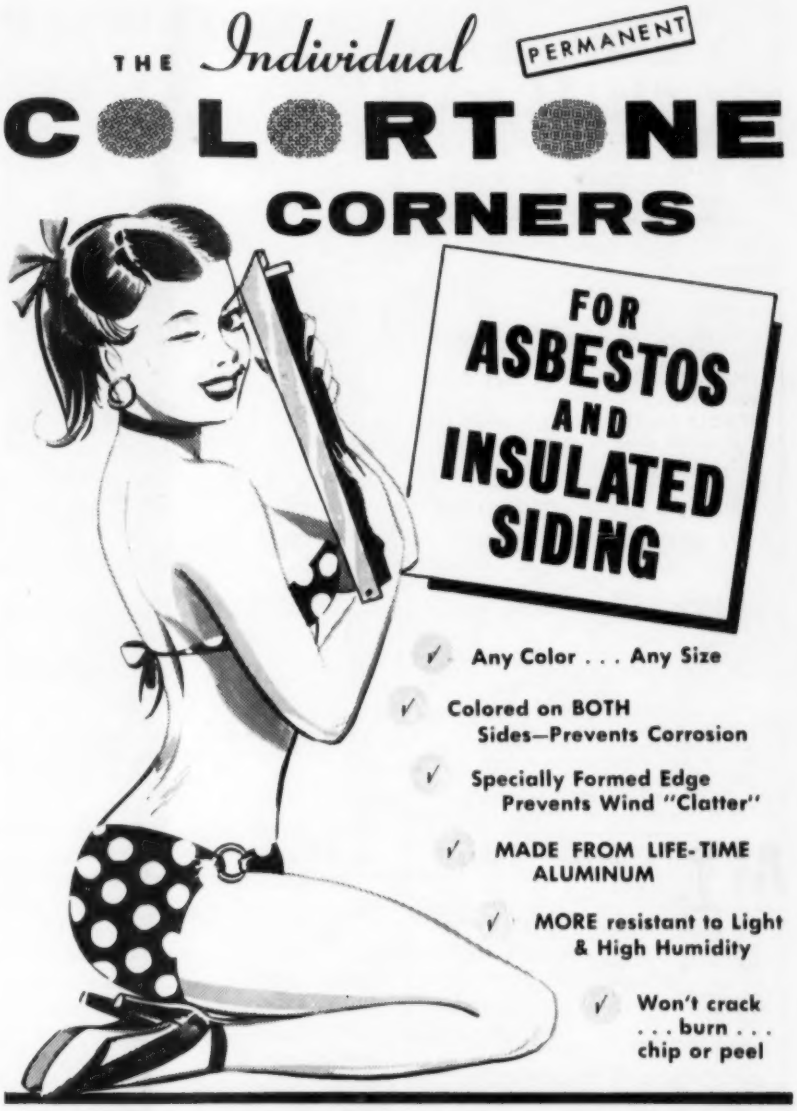
C. N. Nichols, Managing Director of NERSICA, and Andy Furman, Assistant Managing Director, represented the national organization at the outing.

Newspaper Ad Features Variety And All Services

Variety of its service was emphasized by Four Brothers, 1222 Butternut St., Utica, N. Y., in a small but arresting newspaper ad featuring the caption: "Roofing And Siding Of All Kinds."

Copy went on to describe the firm as "slate roof experts", and listed these other services:

1. Gutters and conductor pipe.
2. We cater to emergency work.
3. Tarpaulins on hand.
4. We do not subcontract or sublet work.



Roof Metal Shipped to Flood Area

A gift worth $12,000 — consisting of 42,000 feet of corrugated aluminum roofing — left Dallas, Texas, for the Rio Grande flood area.

The material will be used in the rebuilding of homes along the Rio Grande, said Leonard M. Green, Dallas County Red Cross chairman.

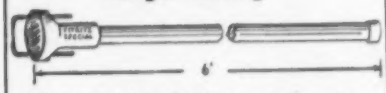
It was donated through the Red Cross by the Reynolds Metals Company of Louisville, Ky., whose Dallas distributor is Moncrief-Lenoir Company, 2751 Coombs.

The firm's original offer was 100,000 feet, but Red Cross officials estimated that 42,000 feet would meet the needs until rehabilitation gets further along.

American Red Cross relief for victims of the flooded areas will total more than $500,000, Green reported.

Aluminum Mop Handles

Improved for
Cooler handling
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn.

and now

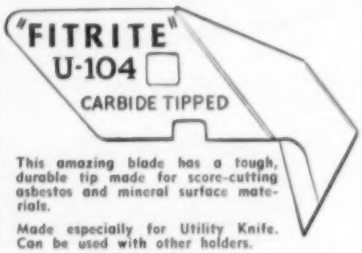
PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

Offered in 6', 7', and 8' lengths.

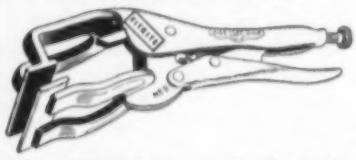
FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP



Throat 3⅝" deep **Jaws 3½" x ¾"**

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, straightening and seaming.

Price $3.55

ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"

3 Pipes ¾" I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

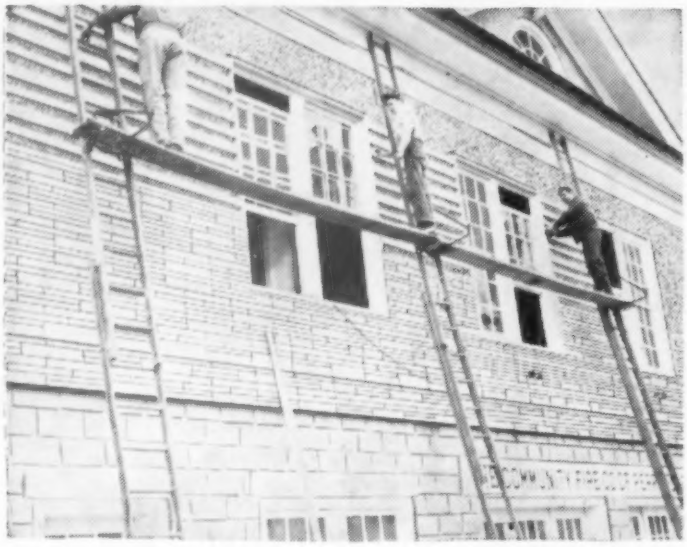
"Protector"

2 Pipes ½" I.P.S. Bronze and Galvanized, installed on old roofs without removing slate.

Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

DAVID LEVOW 308 West 20 St. NEW YORK
TELEPHONE CHELSEA 3-2400-2401

Furring Strips Help Give Third 'Face' to Maryland Fire Station



The photo shows how furring strips are used when insulating siding is installed over any hard surface material like brick, stone, or stucco.

This Perryville, Md., fire station started its life over 50 years ago with a tile face. It was later covered with stucco. Now insulating siding is being installed over the stucco.

To provide a nailing surface for the siding, ordinary wood lath or one by two-inch wood strips are nailed to the hard surface with cut nails. Here the strips have been applied horizontally. Under some conditions, it may be advisable to apply them vertically.

Furring strips also are recommended when insulating siding is installed over a home for farm building, with wood exterior, when there is high humidity inside the building. Use of the furring strips leaves a small gap between the siding and the wall along which moisture can travel and escape at the base of the wall, or at the eaves. Otherwise it would remain in the wall and eventually cause it to decay. When furring strips are used, none of the insulating value of the siding is lost.

Furring strips have many important applications inside the house. When used underneath the finishing surface in basement walls, they provide an avenue of escape for inside moisture and keep outside moisture, seeping through the walls, from ruining the material used to finish the inside wall.

Sometimes when finishing attic rooms, furring strips are necessary because knee walls and rafters do not provide an even nailing surface. They also provide another air space between insulation and the new wall board, adding to the effectiveness of the insulation.

Built-Up Roofs

(Continued from Page 16)

felt-stripping is required. Nailing elements should also be provided at eaves, gable ends, edges of roof structure and made secure to and to become a part of a structural member of the building.

3. A bonded roof applied whether it be to the structure roof deck or on roof insulation as a base must be constructed in accordance with the requirements and specifications of the manufacturer who is to furnish its bonded guarantee. If a roof calls for a 4 ply laid straight, it should be applied accordingly. It must not be applied in phases of 1 and 3, 2 and 2, or 3 and 1.

Requests from General Contractors to "Put the building in the dry" to permit mechanics of other trades to install their respective contract commitments within the building, are unreasonable and if complied with, may result in

roof trouble and are not in the interest of the architect and the owner.

The General Contractor should be told of the ultimate trouble that may result. I am sure the General Contractor will not choose to assume responsibility for roof failures if he insists on unconventional practices or poor standards.

4. When applying an underlying membrane on a structural roof deck, regardless of its functional purposes over which the roof insulation is applied, the production operation should be a coordinated one. No more underlying membrane should be applied than can be immediately covered with insulation and complete roof membrane. If the underlying membrane is intended to function as a temporary waterproofing course until the roof is free of traffic of all other trade craftsmen and from falling planks, brick, or debris from the upper floors of a building, the underlying membrane should receive a light mopping of the bitumen at time of application to protect the felts of the membrance from rain, moisture or dew.

If such a membrane is intended to perform a dual function, i.e., as a temporary waterproofing and a vapor barrier, a close examination of the membrane should be made for breaks, fractures, or openings in the membrane and properly repaired; otherwise its function as a vapor barrier ceases. An opening of the size of a pinhole will allow water vapor to enter the insulation, which will affect the roofing, causing blisters and lower the efficiency of the insulation as a thermal unit. The underlying membrane may even be destroyed as a vapor barrier from traffic and it may be advisable to remove it and replace with new.

I have tried to bring to your attention a few of the outstanding problems which, when explained to the key men in your organization, will enable this industry to attain a policy of high standards resulting in good and quality roofs.

Mr. Timpe's remarks were made at the Built-Up Roofing Forum of this year's NERSICA Convention in New York.

2 big reasons why Laykold® FIBRECOAT protects over 10 million sq. ft. of roofs on key military installations

1 FAST application

Actual large-job competitive tests have proved that Fibrecoat—applied cold with either spray or brush—gives 50% *faster application,* and is ideally suited to continuous spray application. On one recent military job, Laykold Fibrecoat was applied through 1,000 feet of hose.

2 BULK delivery

The easy handling of Laykold Fibrecoat allows you to take bulk deliveries at minimum costs. You use Fibrecoat as you receive it, without heating, so whether you order by truckload or tankcar, drum costs are eliminated, labor costs are reduced.

LAYKOLD FIBRECOAT is a long-lasting, mica-armored asphalt emulsion that forms a tough, weather-protective coating for roofs, walls, structural members and tanks. It bonds readily to either damp or dry surfaces and is available in any of three durable colors: red, green or black. Meets Military Specification MIL-R-3472.

AMERICAN Bitumuls & Asphalt COMPANY

200 BUSH STREET, SAN FRANCISCO 4, CALIF.
E. Providence 14, R. I. Perth Amboy, N. J. Baltimore 3, Md. Mobile, Ala. Columbus 15, Ohio Tucson, Ariz. Seattle, Wash. Baton Rouge 2, La. St. Louis 17, Mo. Inglewood, Calif. Oakland 1, Calif. Portland 7, Ore. Washington 5, D. C. San Juan 23, P. R.

Also manufacturers of Laykold flooring products; Walk-top *for walks and drives; Colfix Jet Seal for Airports; Laykold and Grasstex Tennis Courts.*

Do Roofing While Weather Is Good

Contractors should tell homeowners, if the house needs a new roof, get the job done while the weather is favorable. Home maintenance experts point out that the period from late spring to early fall is best for roofing work. Nobody wants to take chances on a roof when cold winds are whistling about.

A good roof, besides adding charm and beauty to a house, will save money if it is chosen for endurance and low maintenance cost. Today's home owner can select from a wide variety of roofing materials. As in picking out an overcoat, he has a choice of colors, textures, styles and wearing qualities.

Most roofings on the market today should last from ten to twenty years or more. Some, like the asbestos-cement kind, will last indefinitely. They are favored by many home owners who want long-range economy and freedom from periodic repairs and replacements.

Asbestos shingles are incombustible. They do not rot or rust and they are not harmed by ordinary corrosive gases or salt laden air. For those reasons they are practically wearproof. They come in four types, including strip shingles which cover large areas economically, and in many beautiful colors.

HYDE
ROOFING KNIVES

NO. 10—2 POINT ROOFING KNIFE
Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.

NO. 3 ROOFING KNIFE
Super Hydex chrome vanadium steel—short point.

NO. 1 ROOFING KNIFE
Low cost—short point round stained handle.

HYDE MANUFACTURING CO.
SOUTHBRIDGE
MASS. U. S. A.

The MOLL

4 WAY
All-Purpose
HOIST
★
SAVES TIME, MAN-POWER MONEY

The most simplified, versatile all-purpose hoist available to roofers. Lifts felt, insulation, shingles, gravel as fast as you can load them.

So compact, it can be transported to job on the smallest pick-up truck, assembled and placed in operation in 20 minutes.

Write or phone for illustrated folder today!

MOLL CONVEYOR COMPANY
2620 N. SPRING AVE., ST. LOUIS 13, MO.
JE. 3-7434

Modern Front

(*Continued from Page 17*)

anyone who desires to make use of them in this respect.

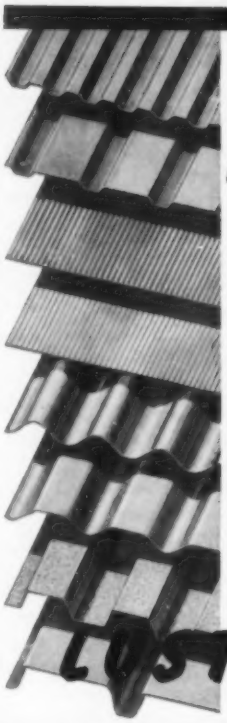
Next to the exterior, Mr. Schultz ranks radio and classified newspaper ads as producing good business. In regard to the latter, he states that "we run classified ads in eight newspapers in the area, and this deal has proved to be a consistently good producer. I think that the big reason is because we are located in a rural area, and the farmers closely scrutinize the classified sections."

Approximately half of his total volume is comprised of over-the-counter sales. Schultz says that many farmers like to do their own work on such structures as hog pens, chicken coops, and the like. On larger jobs, the firm does the work.

Schultz maintains a complete line of name plates and weather vanes. Besides being good sellers these add to the attractiveness of his window displays, and thus have promotional value.

"You won't find many in the roofing business that operate this type of combination. This is true because first of all, it is necessary to have a large operation to satisfactorily combine the two. Unless a firm is large enough, it should operate one way or the other so that it can have a better chance of being successful."

The firm, which also does built-up roofing work as well as steep, is adding marble chips to its materials. The white roofs thus achieved, believes Schultz, will become extremely popular in the area. The material, he points out, is high in cost. One of the reasons is the



for siding, soffits flashing, walls, facades, spandrels, pilasters, etc.

LUSTRIK*
ALUMINUM FACING

ALUMILITED SHEETS & PANELS

. . . offers unlimited application for the most modern effect in design. Available in flat, rib, fluted and embossed patterns. Large panels can be formed on a brake and cut with ease.

WRITE for free sample kit and complete information!

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Architects - Builders
ROOFERS
Be Sure to Read the
G-S
GRAVEL STOP
GUTTER
Story In This Issue
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AGAR MFG. CO.
390 N.E. 71st St., Miami 38, Fla.

The liveliest market in the whole, wide building industry. Everyone of the more than 7,000 dealers who subscribe to BUILDING SPECIALTIES is eager to add good products to his line of home improvements.

Write for market data sheet to —

BUILDING SPECIALTIES
& Home Improvement Dealer
425 Fourth Avenue New York 16, N. Y.
Phone: MUrray Hill 3-6280-1-2

freight he must pay to have the marble shipped to St. Joseph.

"We intend to use the material in place of gravel for ranch type homes with comparatively flat roofs. The pitch, of course, cannot be great, and the roof must be properly braced inasmuch as 400 to 500 pounds of marble are used to each square for a good job," says Schultz.

"There isn't a chipped marble roof in this part of the country that I know of. It's my opinion that once we get rolling with this product, the demand among those who can afford to pay the price will be great."

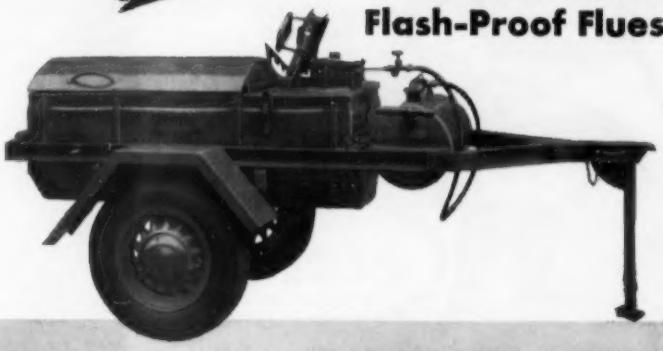
A complete line of name plates are maintained by Schultz, and on display in the firm's show windows, as are weather vanes.

A warehouse in the rear of the showroom is one of the largest in the area, as is the parking space provided on one side that enables customers to drive directly up to a loading dock.

BEST FOR YOUR ROOFING JOBS

HAUCK SPEED-MASTER

The Kettle with Flash-Proof Flues



EASIEST TO CLEAN · BEST CONSTRUCTION
CHEAPEST TO OPERATE

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting and cleaning time in half.

THE SPEED-MASTER FEATURES

- **Internal Tube Heating for faster melting and easier cleaning.**
- **Improved Well Type Kerosene Burner for horizontal firing and close flame control. Available also with L.P. gas burner.**
- **Flash-Proof Flues — double walled with air space between cuts down 90% of avoidable flashing.**
- **All Insulated kettle for comfortable operation.**
- **Quick-Delivery Cock for faster draw-off.**
- **Other Hauck Features. Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-eliptical springs.**
- **Trailer Kettles on pneumatic tires, solid rubber tires or steel wheels in 55, 80, 115 and 165 gal. capacity. Skid kettles — 40, 55, 80, 115 and 165 gal. capacity.**

Write for Catalog.

HAUCK MANUFACTURING CO.
103-113 Tenth Street • Brooklyn 15, N. Y.

GI Modernization Loans Eased By 1954 Housing Act

Veterans should find it easier to get supplemental loans for major alterations, repairs and improvements to their GI homes as a result of the Housing Act of 1954 and new Veterans Administration streamlined procedures, VA announced today.

The Housing Act, which became law on August 2, 1954, makes it possible for World War II and post-Korea veterans to take advantage of any unused GI home loan entitlement for home improvement loans.

To further encourage lenders to make more such loans, VA now will allow supervised lenders holding GI home loans to complete home improvement loans to their veteran-borrowers without getting clearance in advance from VA.

VA emphasized that under the Housing Act which amends the GI Bill, a supplemental loan may be guaranteed or insured by VA only if it covers repairs necessary for the protection of the property or will substantially improve the basic livability or utility of the property.

VA estimates that more than 3,000,000 of the 3,351,000 veterans who have obtained GI home loans have some home loan guaranty entitlement left. Under the GI Bill, veterans have a maximum guaranty entitlement of 60 percent of a GI home loan. But the guaranty cannot exceed $7,500.

Previously, if a veteran had used $4,000 or more of his entitlement, he was unable to use the balance for a supplemental loan for home improvements. If he had used less than $4,000, he was entitled to only the difference between what he had used and $4,000 for supplemental loans.

Now, with the passage of the Housing Act of 1954, there are no limitations on the use of any part of the maximum $7,500 home loan guaranty entitlement for home improvement loans.

In another streamlining step, VA will accept the appraisal of a supervised lender on a home improvement loan of not more than $2,500. VA obtains its own appraisal on any loans over that amount. The previous limit, VA said, was $1,000.

VA said only about 40,000 home improvement loans have been made in the 10 years the GI loan program has been in operation.

New Magic for old homes

Pressure-Sealed to Sidewalls in One Low-Cost Application. This revolutionary finish is *shot* on by powerful air pressure—fills cracks and holes, hides ugly flaws, gives a beautiful texture that's actually thicker than 20 coats of paint. **TWELVE MODERN COLORS.** Kenitex has been applied to thousands of new and old homes, and is specified by leading industrial concerns from coast to coast . . . (names on request).

NOW — DIRECT SHIPMENTS FROM OUR NATIONWIDE FACTORY WAREHOUSES
Phone or Write — Today!

Kenitex CORP.
2959 S. FAIRFAX AVENUE
LOS ANGELES 16, CALIFORNIA

CUT SHARP and CLEAN *without* WOBBLE or PLAY

R. MURPHY *"Stay-Sharp"* TRADEMARK **ROOFING KNIVES**

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.
Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.
For the *steadiest, cleanest, easiest cutting* roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

There's an R. Murphy Knife for every purpose.
Write for FREE catalog showing the complete line.

Tested Quality for Over 100 Years

R. MURPHY *Knives*
AYER MASSACHUSETTS

FHA Reg. Eliminates Non-Permanent Patios From Title I

Luxury patios have gone the way of barbecue pits and dog kennels in becoming ineligible for FHA-insured home modernization and improvement loans.

A new regulation, announced recently, rules patios out "unless permanently attached, affixed to an existing structure and covered by a roof."

The regulation, effective immediately, rules that patios which do not meet the above requirements do not contribute to basic livability and that, therefore, Uncle Sam should not underwrite their costs under the Title I home modernization and improvement program.

Nailing It Down

(Continued from Page 9)

"A striking feature of residential awards was a great increase in emphasis on single family homes at the expense of multi-family housing.

"Contract awards for residential construction totalled $3,981,000,000 in the first half of 1954, up 22 per cent above the like period of last year. This surprisingly large rise was accounted for primarily by an increase in awards for one-family dwellings constructed for sale or rent, which totalled $2,595,000,000 and set a new record 37 per cent above the first half of last year. However, awards for non-speculative building of one-family houses (that is, houses built on order for owner occupancy) also increased over last year (up 7 per cent) and at $802,000,000, approximately equalled the record set in the first quarter of 1951."

Added grist for the mill was Rubberoid Board Chairman Herbert Abraham's mid-year comment to stockolders:

Although the number of housing starts was not quite so high as last year, indications are that over a million nonfarm homes will be built in 1954. Since a considerable period normally elapses between the time when a house is started and the time when the structure is completed, there will undoubtedly be a continued demand for our line of building products in new housing, which

has not yet been fully reflected in our sales. In addition, the needs of the maintenance and repair market are growing.

Free Course

(*Continued from Page 22*)

equipment is also included in the curriculum.

The Binks' school is under the direction of William Beacham, a nationally known paint chemist and spray painting authority. His broad background in the paint field, and his experience as a writer of numerous technical articles are helpful to those who have questions about the proper application of specific finishes and coatings.

No previous experience in spray painting is necessary to attend the Binks School of Spray Painting. Instruction is of benefit to all who have anything to do with paint . . . from the beginner to the supervisor. It is also of value to those who supply industrial paints and coatings of all kinds.

There is no tuition charge for these courses.

Applications for enrollment, the school announced, should be made as far in advance as possible so that reservations for suitable hotel or other accommodations can be made.

News of the Month

(*Continued from Page 21*)

of director of architectural standards. Active in the American Institute of Architects, Mr. Conner is a director of the Massachusetts State Association of Architects. He will assist in a revision of FHA minimum property requirements.

* * *

Fred C. Foy Elected to Koppers Board of Directors

Fred C. Foy, Vice President and General Manager of the Tar Products Division of Koppers Company, Inc. since November, 1950, has been elected a member of Koppers Board of Directors.

Mr. Foy's election came after the Board of Directors had amended the Company's by-laws to increase the authorized number of board members from nine to ten.

A native of San Francisco, California, Mr. Foy was graduated from the University of California. For a time, he was manager of Public Relations for the Joaquin Light & Power Corporation at Fresno, California. In 1930, he joined the J. Walter Thompson Company, Advertising Agency, remaining with them for three years before becoming Advertising Manager of the Shell Oil Corporation. After several years he joined the Young and Rubicam Advertising agency, remaining with this organization until the outbreak of World War II.

During World War II he was a Colonel in the Army Service Forces, serving first as assistant director and then as director of the Purchases Division. After the war, he returned to Detroit and again joined the J. Walter Thompson Company becoming a Vice President of that company and manager of its Detroit office. In this capacity, he was in charge of the advertising account of the Ford Motor Company which is handled by the Thompson Agency. He was prominently identified with Community Chest work in Detroit.

In 1948, Mr. Foy came to Koppers as Vice President and Manager of its Central Staff Sales Department. In this capacity, he directed the development of Koppers sales policies and the coordination of the sales efforts in its six operating divisions. On November 2, 1950, he became Vice President and General Manager of Koppers Tar Products Division.

* * *

Sales Representatives Appointed by Seal Rite

Seal Rite Caulking Co., Inc., has announced the appointment of representatives who will handle their complete caulking line in various areas throughout the country. They are:

Mr. B. C. Darwin, 205 Bales Street, Chattanooga, Tennessee, who will cover Alabama, Tennessee, Mississippi, North and South Carolina, Georgia and Florida.

M & S Koff, Canadian enterprise, mer-

ROSS

Rely on the complete ROSS line for Roofing and Waterproofing Products.

Asphalt Saturated Membrane Fabrics — for roofing and waterproofing.

Thru-Wall Flashings — for all types of concealed flashings.

Asphalt Specialties.

Waterproofing Products.

Immediate Delivery. Agents in Principal Cities

See our catalog in Sweet's File.

ROSS FLASHING CO.

Division of

PATRICK ROSS CO.

P. O. Box 98

175 WEBSTER AVE., CAMBRIDGE 41, MASS.

ROOFING YARN

ALL TYPES—Several Grades

Cut Lengths

(As illustrated)

•

Roofing MOPS

(Complete with handles)

•

TOP QUALITY

•

Reasonable Prices

•

Immediate Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally Known JOHNSON Brooms & Mops

chandise brokers, 615 McIntyre Bldg., Winnipeg, Manitoba, for Canada.

R. Howard Sheridan, 9611 Chatfield Drive, Houston 25, Texas, to cover Texas and Louisiana.

* * *

E. C. Rautenberg Enrolled In Celotex 25-Year Club

A veteran sales executive of The Celotex Corporation, Ernest C. Rautenberg, was honored recently when he was enrolled in the company's 25-Year Club at a special luncheon-meeting in Chicago's Bismarck Hotel.

E. C. RAUTENBERG

Rautenberg, who is assistant general sales manager responsible for Celotex sales in the western half of the country, was formerly admitted to club membership by Henry W. Collins, executive vice-president of Celotex. Following a standing ovation by attending company officials, Collins presented Rautenberg with a gold 25-Year Club pin and a gift from the company.

A Dartmouth college graduate, "Ernie," as he is familiarly known to a host of home builders, contractors and building supply dealers throughout the country, joined the company as Indiana territory salesman on Mar. 25, 1929. He became assistant manager of the firm's Chicago branch in 1937. The next year he was promoted to manager of the Boston branch, and in 1939, he was named to his present position, with headquarters at the administrative offices of the corporation in Chicago.

* * *

Asbestos Cement Prods. Ass. Plans Promotion Program

Approval of a major promotional program having as its objective the improved utilization of asbestos-cement siding in architectural design was voted by the Asbestos-Cement Products Association at its 17th annual meeting, held June 24 in New York City.

As part of the program, six outstanding American architects have been retained to carry on studies to desifgn principles applicable to the use of asbestos siding in better class houses. Each architect will incorporate his ideas in a house design suitable for his geographic area. These designs, to be done in full color, will be brought to the attention of builders and architects through advertising, publicity, brochures and other promotional methods.

The names of the participating architects will be announced sometime in July, according to J. M. Hoare, new chairman of the

Architects - Builders

ROOFERS

Be Sure to Read the

G - S

GRAVEL STOP

GUTTER

Story In This Issue

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TRINIDAD

Natural Lake

ASPHALT

in wood barrels and metal drums for mastic and roofing.

Barber Oil Corporation

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New York 20, N. Y.

USE KOKOMO KORNERS

For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.

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Is your magazine addressed correctly? Examine the wrapper, and notify AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

association's publicity committee. Others working on the project include the retiring chairman, Reginald L. Johnson of Johns-Manville Sales Corporation, and committee members Walter Dodge and Bev Brower.

All association officers were re-elected to a second term at the business session which followed committee meetings. They are: President: Ernest Muehleck, president of Keasbey & Mattison Company; Vice President: E. L. O'Leary, vice president, the Ruberoid Co.; Treasurer: Robert J. Tobin, president, Tilo Roofing Company; Secretary: Chester C. Kelsey, association manager.

President Muehleck announced the appointment of two new committee chairman, in addition to Mr. Hoare. They are: planning committee, John W. Brown, National Gypsum Company, and corrugated committee, Thomas M. Dantz, the Ruberoid Co. Chairman who will continue to serve are: manufacturing, E. J. Buczkowski, Keasbey & Mattison; sales engineering, Albert H. Fay, National Gypsum; technical, Simon Collier, Johns-Manville; traffic, Fisk D. Halliday, Flintkote; and roofing, A. L. Fowler, Johns-Manville.

* * *

Nelson Equip. Co. Picked As Aeroil Northwest Outlet

Known for many years as one of the larger equipment distributors in the Northwest Territory, Nelson Equipment Co., of 5251 S. E. McLoughlin Boulevard, Portland, Oregon, and 3706 Airport Way, Seattle, Washington, was recently appointed as Exclusive Distributor for Aeroil Products Co., of South Hackensack, New Jersey.

In announcing the appointment, Mr. Joseph Halperin, General Manager of Aeroil, stressed the ample facilities as well as excellent showrooms of Nelson, whose sales force numbers many well-trained men schooled to meet all selling requirements of the roofing and general contracting industry.

The territory covered for Aeroil by Nelson consists of: The entire state of Oregon; The western section of the state of Washington, bounded on the east by the counties of Whatcom, Skagit, Snohomish, King, Pierce, Lewis and Skamania.

* * *

Bird & Son's New Personnel Director Is John J. Murphy

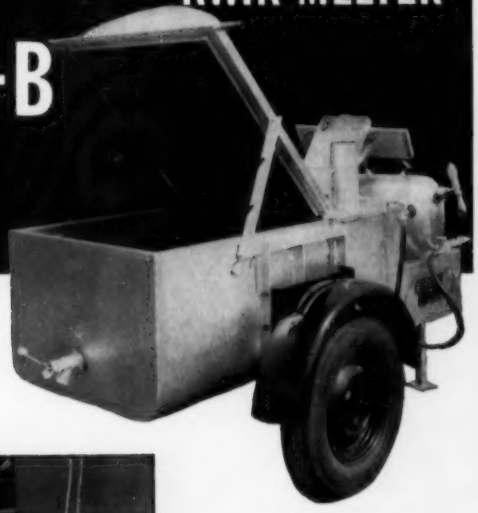
New Director of Personnel for Bird & Son's 3,000 employees, the majority of whom belong to eight different union locals, is 38-year old John J. Murphy, named to this post on May 1 by company president Axel H. Anderson.

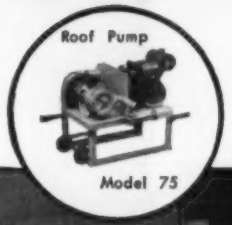
The appointment follows the retirement of Ralph M. Wight at the end of April.

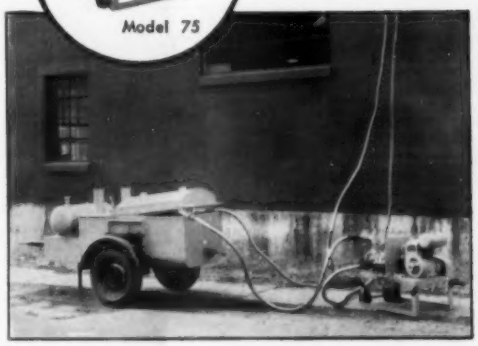
(*Continued on Page* 44)

Here's the Amazing New LITTLEFORD "KWIK-MELTER"

MODEL 66-B ROOFERS KETTLE







Littleford 66-B "Kwik-Melter" Kettle has all the features to make heating Asphalt, Tar or Pitch easy, simple and at low cost. Such Features as — Easy to remove flues — Lower Loading height — Level Load Axle — Variable Ratio Springing — Flashproof cover — Shielded Vent Holes — Fast Draw-off — Rain Hood and Safety Springs on Cover to prevent rupturing flues.

For the best in Roofing Kettles make your next purchase a "Kwik-Melter" the sensational new money saver. Sizes range from 90 to 200 gal. Gas Burners can be furnished if desired.

Model 75 Roof Pump—Now "Hot Stff" can be put right up on the roof. This Acid Free Roof Pump will pump from the kettle to the roof in a jiffy, saves money on every job. Will fit with your "Kwik-Melter" or any other make kettle.

ROOFERS EQUIPMENT LB SINCE - 1909 LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St., Cincinnati 2, Ohio

CONDENSATION

GETS THE AIR WHEN YOU INSTALL

MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles —for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.
6-8 WALL STREET • NORWALK, CONN.

15% Saving on Big Job with Sensational New Roofmaster

ROTARY FELTLAYER!

"The rotary type felt machines used on the Bemis Bag Company job, Wilmington, California, worked very efficiently, especially on steep monitor slopes. We were able to lay the 55-lb. Cap Sheet as well as the felts, effecting a saving of approximately 15% on the entire job. The asphalt between the plys is more evenly applied giving the finished roof a much more even surface."—Clint L. Empey, Empey Roof Company, Inc., Long Beach, Calif.

GET THE DATA ON THIS NEW MECHANICAL FELTLAYER FOR MONITOR TYPE, BARREL TYPE OR SAWTOOTH ROOFS.

Write, wire or phone for name of nearest distributor

ROOFMASTER PRODUCTS CO.

3538 Fowler St., Los Angeles, 63, Cal.

Telephone: ANgelus 15326

PAT. NO. 2299400

ROOFERS' MOP

- **More economical**
- **Longer life**
- **Permanent handle**
- **More profitable roofing**

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.

ATLANTA P. O. BOX 4056 GEORGIA

Removal of 'Gingerbread' Gives Clean Modern Lines To Old House

Remodeling gave clean, modern lines to the old house shown above in "before" and "after" versions. A new roof of colorful asphalt shingles, new paint for the sidewalls, and shutters were major changes.

To give clean, modern lines to a fussily decorated old house is one of the prime purposes of remodeling. The highly satisfactory results that can be achieved are evidenced by the modernized house shown here.

Typical Old House

Before remodeling, the house was typical of uncounted thousands of outmoded dwellings which are equally promising candidates for successful modernization. Modern materials offer an economical means of making a new house out of an old one if the building's basic structure is sound.

Removal of the "gingerbread" from the front porch posts eliminated one of the details that gave the old house its out-of-date look. The number of posts was reduced from four to two.

Wall Cut Out

The wall between two old windows was cut out to form a picture window to one side of the main entrance. Horizontal lines of the building were emphasized by adding shutters to other windows. This is one of the factors that make the remodeled dwelling appear better-proportioned than its former self.

Selection of new roofing material is one of the fundamental steps in any major exterior remodeling project. For this house, blended reddish brown

asphalt shingles were chosen.

Shutters were painted green, a color that is complementary to the red-brown of the asphalt roof. Both of these colors are taken from nature — the red-brown from the earth, and the green from foliage — and are well suited to a house in the country.

A major interior change was the removal of two partitions to make a 16- by 25-foot living room out of three smaller rooms. Rearrangement of partitions also resulted in most usable space on the second floor.

SBA Regional Heads Can Now Make Loans Up To $50,000

Wendell B. Barnes, Administrator of the Small Business Administration has announced that he has delegated authority to the Agency's 14 Regional Directors to make many loans up to $50,000 without the prior approval of the Washington office.

Previously, all small business loans had to be approved by the Administrator.

The action permits the Regional Directors to approve participation loans up to $50,000 to any one borrower provided that a bank is taking at least one-quarter share in the loan and that not less than half of the bank's share represents new money.

The change was approved by the Small Business Administration's Loan Policy Board and is in line with a recommendation made recently by the Agency's National Council of Consultants.

Demonstrate New Fastening Methods For Asbestos Siding

The rising use of asbestos-cement siding shingles in new home building has prompted engineers to develop improved methods for fastening the shingles to non-wood sheathing. One device is a nail fashioned on the picture hook principle which is driven down at a slant. The shank secures the top of one shingle while a small exposed hook engages with and supports the shingle above it. Other methods demonstrated to home builders at a national convention included metal channels which are nailed to studs. The channel strip clamps the tops of shingles in one course and the channel itself engages with the base of the

Alemite Versatal Pumps

can save you $50.40 per hour!

Spray 70 squares per hour — cut your costs 72¢ per square!

***1.* Spray Faster Than Ever!**

With Alemite's "Barrel-to-Roof" method, you can pump *direct* from original containers to work areas as much as 300 feet away. No transfer of materials, no hoisting. You can spray 70 squares per hour!

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Versatal methods allow you to use a light 5-foot spray head and flexible hose. No more carrying materials by hand, no messy buckets and spreaders. 70 squares an hour, at a saving of 72c per square—that's $50.40 saved *every hour!*

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No burns are possible when you spray cold applications with Alemite Versatal Equipment. Drums and compressors stay on the ground—no danger of falling materials.

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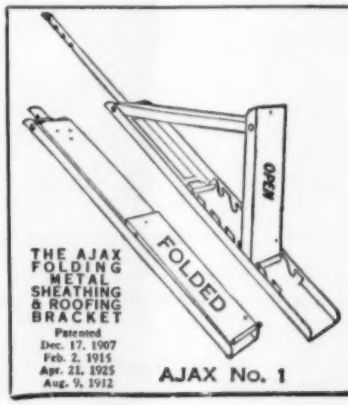

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

—:—

AJAX Building Bracket Co.

1551 Rydal Mount Rd.

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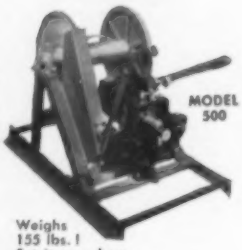
HOIST BRICK—BLOCK
WHEELBARROW LOADS UP TO 500 lbs.

only $208.00

Includes 2½ H.P. 4-cycle gasoline engine, rugged angle iron frame, drum with 200 ft. steel cable.



MODEL 500

Weighs 155 lbs.! Set it anywhere. Slide a plank thru frame and weigh it down.

EASY, SAFE, ONE-MAN OPERATION

One man can easily operate using convenient, positive action brake and clutch levers — lift building materials, tools, equipment up to 500 lbs. at 100 ft. per minute lifting speed. Think of the jobs this can speed for you — at so little cost.

Swinging Roof Beam, 500 lb. capacity complete with pulleys, for use with R & G Model 500 Hoist, $92.00. WRITE FOR LITERATURE TODAY.

REIMANN & GEORGER, INC.
300 R & G BUILDING BUFFALO 3, N. Y.

MONARCH CUTTER

GIVES YOU THE EDGE WITH
• EASE OF OPERATION
DEPENDABILITY LONG LIFE

THE MONARCH CUTTER SAVES YOU MONEY ON LABOR COSTS

Cutting, punching and trimming asbestos siding and shingles is so simple with the Monarch that it can be operated by anyone, quickly, easily and accurately.

Monarch Cutter has these features: Notcher, Front Nail Hole Punch, Gauged Punch on handle, Non-breakable Malleable Casting and Precision Blade.

Write for folder and name of nearest distributor.

TEXAS FOUNDRIES, INC.
LUFKIN, TEXAS

shingles in the course above. Also shown were a variety of specially designed nails, including the self-clinching type, for use with plywood, gypsum and insulating board sheathings.

Ladder Safety For Roofers

Roofers spend much of their time on ladders — and they owe it to themselves to make sure of the ladder's dependability. The observance of five safety precautions, based on contractors' experience and compiled by the Accident Prevention Department of Employers Mutuals of Wausau, will do much to prevent on-the-job injuries. The safety measures emphasize that:

—The worker always should face the ladder and hold on with both hands. He should carry his tools in his pockets or have them hoisted with a rope or bucket.

— The ladder always should be placed at an angle of about 75 degrees with the horizontal. It should contain safety shoes, or otherwise be securely fastened at top and bottom.

— While on the ladder, he should not reach far in any direction.

— If he is using a step ladder, he should make sure the spreader is locked.

— When ladders are used for roofing jobs, they should be lashed securely.

News of the Month

(*Continued from Page* 41)

Murphy had been assistant director of personnel.

Ralph M. Wight, who is retiring to his place in Brentwood, New Hampshire, had a long, successful career at Bird & Son. Born in Somerville and a graduate of Dartmouth, 1909, and Harvard Law School, 1912, he practised law for a few years, served in World War I.

He started 32 years ago, in December 1921, with Bird & Son in the planning department at the Norwood floor covering plant. He was assistant superintendent, then superintendent for a number of years. He had been director of personnel since January 1952, following the sudden death of the late Creighton Hill.

John J. Murphy was educated in the public schools of the town of Norwood where two of the largest Bird plants are located. A graduate of Boston College, 1938, he started to work for Bird & Son in January 1939, as an hourly paid man in the Norwood roofing plant, shortly transferring to the floor covering plant.

Manufacturers & Distributors

Everything for Roofing and Waterproofing

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ROLL ROOFING—FELTS—
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ROOFING SUPPLIES CO., INC.
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For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

CLASON SNOW GUARDS
Standard for Fifty Years

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Write us for Roofers Wholesale Prices

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Keeps you up to date on happenings in the Asbestos Industry.
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$2.00 per year in the U.S.A.; $3.00 in other countries.
"ASBESTOS"
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Philadelphia 7, Pa.

TOPS IN THE FIELD!
Read AMERICAN ROOFER & SIDING CONTRACTOR every month.
$3.00 a year

Kinks and Short Cuts

Flash Light Works with Screwdriver

Here is a handy kink for use in the dark, or, in broad daylight, as you see fit. Many a time this writer has had difficulty in "seeing the slot" in the head of a screw and has been obliged to grope and feel around for it.

Flash lamps are now made in such extremely small sizes that the writer hit upon the idea of fastening a flash lamp to the shank of a screwdriver as indicated in the sketch. The light accomplishes its purpose nicely. With this arrangement the screw slot is easily seen at any time now — night or day.

Some time ago the writer did the same thing with an oil can, fastening the flash lamp in such a position that it lighted the end of the spout. It proved to be a great time and oil saver, but it did not occur to the writer at the time that the same idea could be applied so admirably to a screwdriver as well.

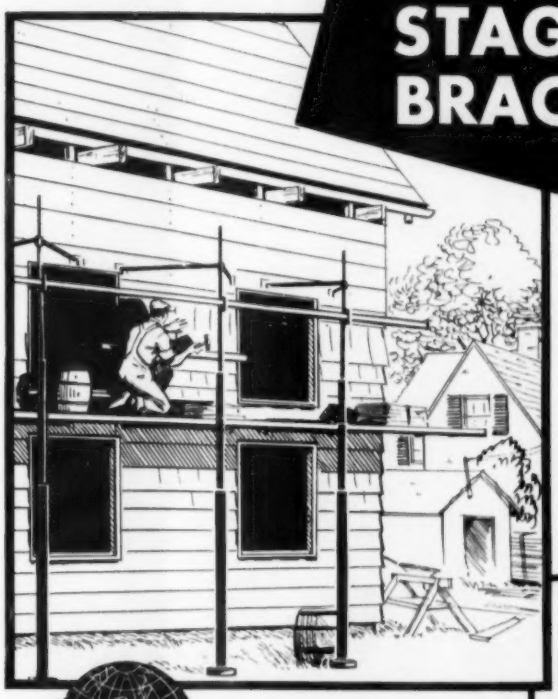
(W. F. Schaphorst)

Leaf From Broken Auto Spring Used to Remove Shingles

The job of removing shingles from a house, preparatory to reshingling, can be made easier by using a tool made

from one leaf of a broken automobile spring. To serve as a handle, one end of the leaf is taped, while the other end is beveled to allow it to slide under the shingles easily. The tool is long enough to give good leverage, and the natural

SAVE WITH FLINT SIDEWALL STAGING BRACKETS



- COMPACT
- ADJUSTABLE
- QUICK
- RIGID
- SAFE

ONE SET OF FLINT STAGING BRACKETS is sufficient for staging an ordinary two-story house.

It contains: 12 Tubular Brackets with arms. 4 Adjustable Bases. 24 Sidewall Plates.

FLINT Ladders

FOR DESCRIPTIVE FOLDER AND PRICES WRITE TO:

A. W. FLINT CO.

NEW HAVEN, CONN.

CONTRACTORS EVERYWHERE BENEFIT

AMERICAN ROOFER & Siding Contractor
425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to AMERICAN ROOFER & Siding Contractor, at $3.00 for one year. Bill me for this amount:

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from reading AMERICAN ROOFER & SIDING CONTRACTOR! You can, too, for the small subscription price of $3.00 per year. AMERICAN ROOFER has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

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spring action of the leaf permits the shingles to be pried off with a minimum of effort.

R. M. Woodbury, Natick, Mass.
(*Popular Mechanics*)

What's New

(*Continued from Page 29*)

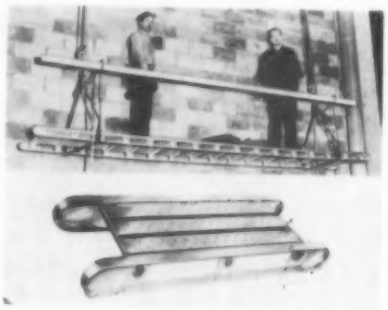
summer's radiated heat, economies in air-conditioning can be realized. Then too, the product is firesafe since the entire casing is resistant to flame-spread and the rock wool fibres are incombustible.

In the manufacture of the product, the rock wool is sealed to both sides of the blanket. This feature plus the added rigidity of the aluminum foil according to the company produces a much stiffer and tougher blanket that is easier to handle and cuts down application time and cost. The new product is being made available in semi-thick and full-thick blankets, 15, 19 and 23 inch widths, and in 4 and 8 foot lengths.

* * *

All-Aluminum Stages

A complete line of all-aluminum stages for painting, maintenance work, construction work, etc., is now being produced by R. D. Werner Co., Inc.



The stages are made of tempered aircraft-type aluminum alloy with a deep-truss construction which the manufacturer says makes them more rigid than normally found. They claim the 30 ft. model will support a 500 lb. weight in the center with very little deflection. These stages far exceed the strength and design requirements of most state industrial boards. Due to the deep side rail truss construction no cable trussing is necessary even in the longest stages, making them easier to handle and stack.

The decking is of extruded aluminum strips with raised dimples that are skidproof even when greasy or wet. The dimples are so designed that they become even more slip resistant as they wear down.

The stages, being all aluminum, are rust proof and especially light considering their extra high safety factor. They are made in a complete range of sizes from 8 ft. to 30 ft. in standard widths, 12", 20", 24", 28", to fit standard stirrups. They are available for immediate delivery from leading industrial distributors.

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of $3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

HELP WANTED

SALES REPRESENTATIVE WANTED—Territory Boston to Buffalo. Outstanding national company. Experience with roofing materials essential. Salary and commission. Box 382, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

MANUFACTURER'S AGENTS WANTED: To sell our complete line of corners for all types of sidings to dealers. Liberal commissions and protected territories. See our ad on page 24 of this issue. Write fully. Meldrum Manufacturing & Engineering Co., 473 N. Cleveland Ave., St. Paul 4, Minnesota.

FOR SALE

NEW—an electric meter for testing leaks without tearing up the roof. Box 384, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE: 125,000—8⅞" and 25,000 13⅞" Embossed Aluminum Corners for Insulated Siding—plain or will paint to suit. Low price assured. Bugher Mfg. Co., 211 So. Main St., Kokomo, Indiana. 9-54

MISCELLANEOUS

COMPLETE TOOLS, DIES, Machinery, Extrusions to Manufacture the Finest Aluminum Combination 3 Track Window and Screen on Market with Special Features Such as Adjustable Frame, Interlok, Anti-Rattling, Swivel Action, Easily Removable inserts without gadgets, Extrusions to Make More than 2000 Units. Seller may become customer. Write Box 383, AMERICAN ROOFER & SIDING CONTRACTOR. Give financial reference.

MUST SELL 8" aluminum insulating siding corners. 15,050 unpainted, 3,600 green blend, 3,200 pastel blue, 200 rust, 200 pastel green, 6,000 Aluminum, 700 Coral, 2,500 Cream, 1,500 Gold, 1,700 Dark Brown. Price $4.00/100. Lumaside, Inc., 161 W. Wis. Ave., Milwaukee, Wisconsin.

DECORATING - ROOFING - PAINTING, grossed $109,000 in 1953; many fine industrial accounts, large backlog jobs, established 17 years, employs 10, no competition city 25,000; large stock, complete equipment, priced to sell. Apple Co., Brokers. 1836 Euclid Ave., Cleveland, Ohio.

you're in a class
by yourself
when you show
and sell

NEW SHAKE-DESIGN GLATEX*

ARISTOCRAT OF ASBESTOS CEMENT SIDING

NEW *Shake-Design Texture* is what *today's* prospects want! The smart, straight-grained shingles are non-patterning—give any house a look of genuine luxury.

NEW *Soft-Hued Colors* give you a big helping hand on every sale! MEADOW GREEN . . . SHEFFIELD GRAY . . . RANCH BROWN . . . BAMBOO IVORY —colors popular with your prospects—colors that last!

Plus these time-tested GLATEX *advantages!* Famous glazed finish—washes as easily as a dish, never needs paint! Extra-wide 27-inch shingles go up faster, give a tighter wall. Fireproof, of course!

For complete information on new Shake-Design GLATEX, write Dept. AR-4, 300 W. Adams St., Chicago 6, Ill.

*T. M. Reg. U.S. Pat. Off.

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this proved warranty

this recognized name

this powerful national advertising program

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The best product . . . the best promotion—this combination will mean more roof paint and coating jobs for you this year. "Mister Peepers" is telling your customers about *Liquid Aluminum* on Sunday evenings over NBC-TV. Spot radio announcements on 46 selected farm programs and colorful ads in national magazines repeat your story to city and rural prospects. Powerful trade ads carry the *Liquid Aluminum* story to your industrial markets. Yes . . . everybody, everywhere is learning *more* about the superior long-life, low-cost, one-coat roof protection offered by Asphalt-Aluminum Roof Paints and Coatings that carry the *Liquid Aluminum* name and the well-known Warranty Seal.

Liquid Aluminum roof paints and coatings are made to approved minimum standards by many leading paint manufacturers. These standards are your customers' assurance of the best combination of elasticity and durability for long life protection . . . with maximum heat reflection for cooler interiors in summer. If your present sources can't supply you, write for names of manufacturers. Reynolds Metals Company, 2512 South Third Street, Louisville 1, Kentucky.

This advertisement appears in the interest of the Paint Industry of America